BROADCASTING

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Broadcast Advertising

WASHINGTON, D. C.
OCTOBER 15, 1937

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

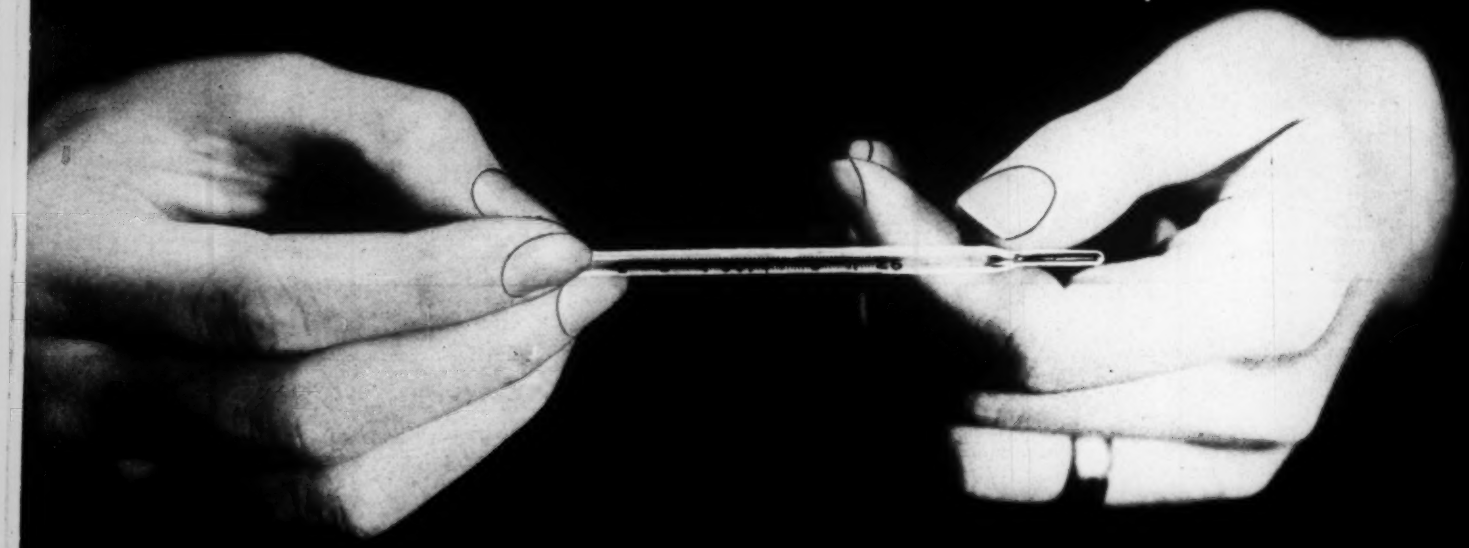
Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

THE JOHN CRERAR LIBRARY
OCT 18 1937

BROADCASTERS · WALDORF-ASTORIA · N.Y.

With sympathetic understanding of your problems, Mutual salutes stations assembled in special convention. Our group of self-governing stations have solved a major problem through the free exchange of program material. Under this system each station retains full freedom of decision, yet all share in programs and profits. Result, Mutual Stations today divide profits from more than two million annual billing from such veteran advertisers as Hecker's, Kellogg and Barbasol, and such new ones as Admiracion, Commentator Magazine and Varady. Sincere wishes for a successful convention. ★ MUTUAL BROADCASTING SYSTEM.

A quick, accurate check-up on LOCAL TEMPERATURE



How do Denver merchants spend their radio money?

● Local advertisers have the warmest feeling for the station that produces the biggest box office wallop. By the way they spend their radio money you can measure accurately the warmth of this feeling.

In Denver, merchants register favorably toward KLZ. Department stores in Denver . . . furniture, men's clothing, ladies' ready-to-wear and jewelry stores . . . all spend more money with KLZ than with any other station.

The customers of these stores are YOUR customers, too. With KLZ you can take your sales story into the homes of the Denver-Rocky Mountain region over the same route which the big and successful stores of Denver have found most economical and resultful.

KLZ *Denver*

CBS

AFFILIATED WITH WKY, OKLAHOMA CITY, AND THE OKLAHOMA PUBLISHING COMPANY

Representative E. KATZ SPECIAL ADVERTISING AGENCY

Wild Geese fly in formation

with leadership and a definite objective

WAAB	Boston
WEAN	Providence
WICC	Bridgeport New Haven
WTHT	Hartford
WNLC	New London
WSAR	Fall River
WSPR	Springfield
WLBZ	Bangor
WFEA	Manchester
WNBH	New Bedford
WLLH	Lowell
WBRY	Waterbury
WLNH	Laconia
WRDO	Augusta

The flight of your broadcast sales message must be as well controlled if it is to reach the most profitable and productive territory.

In New England there are fourteen objectives, each a rich market region with an urban shopping capitol.

You can direct your sales message to each of these regions through the Colonial Network of popular local stations, each situated in one of the urban centers.

This fourteen-station group gives you thorough coverage of the entire New England market quickly and economically.

The COLONIAL NETWORK

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS
EDWARD PETRY & CO., INC., *Exclusive National Representatives*

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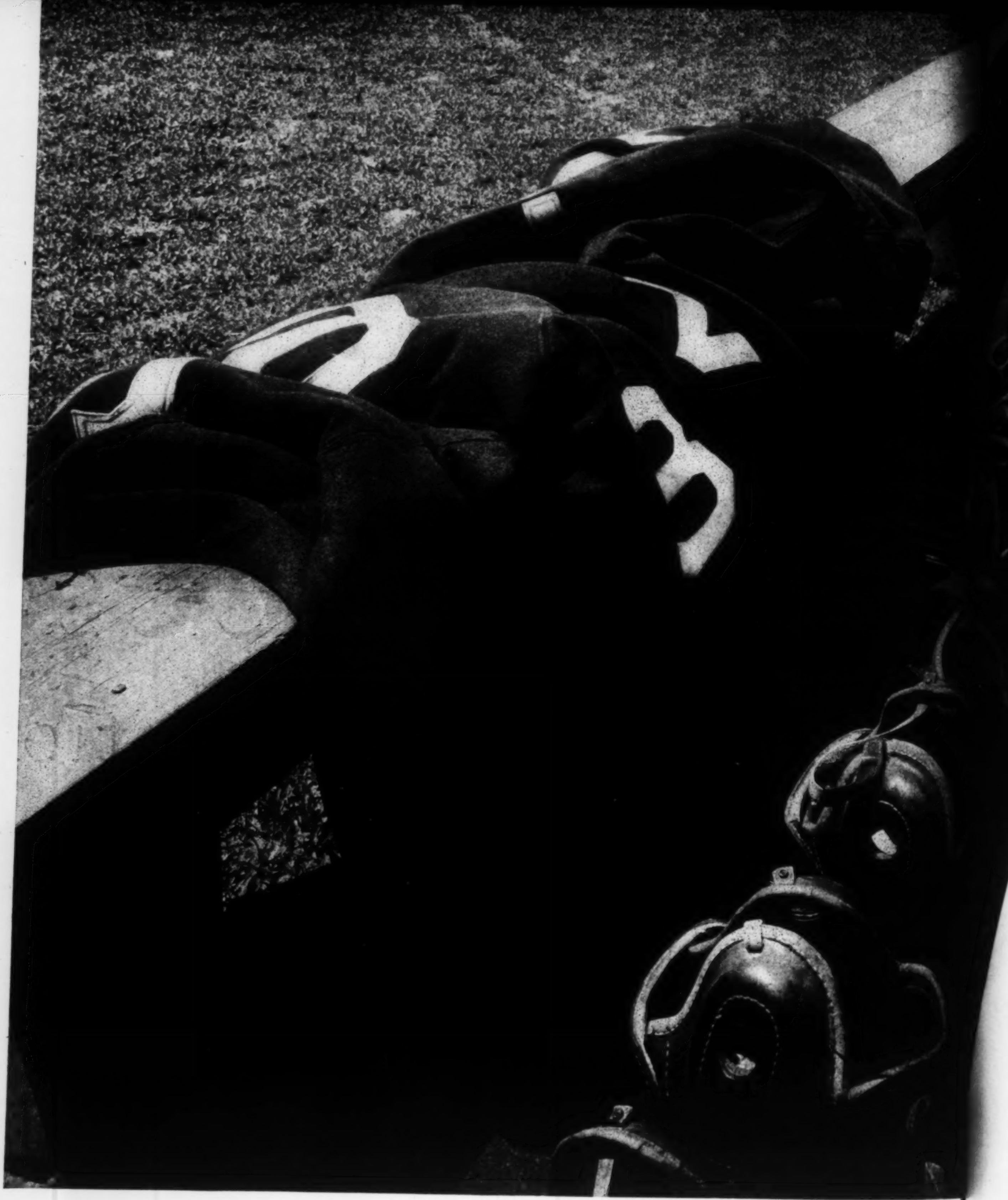
XUM



THE COLUMBIA B

XUM

WHO'S GOING IN?

The Rover Boys at end? Stover of Yale? Hardly. The coach is short on fiction and strong on facts. He'll send in a young dynamo. Packed with brawn. Fast as an antelope.

WHO'S GOING IN for the successful advertiser? Radio packs both power and speed. Tackles every distribution problem. Puts 86,000,000 customers on the line. And gets brand names over. It's today's high-scorer for All-American advertisers!

WHO'S GOING IN on Columbia? Year after year, the Columbia Broadcasting System is the choice of more of the country's largest advertisers than any other network.

SOME COLUMBIA SCORES AT THE BEGINNING OF THE LAST QUARTER:

For the first nine months of 1937 over 1936, the volume of advertising on Columbia (after a record-breaking 1936) increased 33.7%. TOBACCO, FOOD and AUTOMOBILE advertising increased over 50% . . . And since January 1st, 15 additional radio stations have increased the Columbia "team" to a grand total of 107 Columbia Network stations . . . the largest network in the world.

A BROADCASTING SYSTEM

TIME WAS MONEY TO HARRIMAN IN THE GAY 90's

TIME IS MONEY TO YOU IN THE *Thrifty 30's*

TIME was money in those days when there were giants in the stock markets and fortunes hinged on the speed with which information could be gathered ahead of competitors . . . . and time is money today when radio's choice periods of time are becoming increasingly scarce. . . . You can't add a single second to an hour. . . . You can't make a single sponsor's time do double duty.

That's where the Buffalo Broadcasting Corporation brings joy to the heart of the harried timebuyer, BBC is still able to offer choice available time and to *guarantee* that time. BBC is able to offer time between 7:00 P.M. and 9:00 P.M., peak periods with peak listener interest.

These periods have been "built-up" over a period of months to deliver a valuable habitual audience the moment a sponsor takes his advertising message to the air. Naturally BBC cannot guarantee to have these periods available a week or a month from now.

That's why time is money to you in more ways than one. This choice guaranteed time represents far too valuable a franchise to be available indefinitely. It is time that means money in the cash register for the radio advertiser who has learned that good time at peak hours always means money.

Let us show you exactly where these choice guaranteed periods are and exactly why they are the most unusual American radio buys today.

WGR·WKBW

THE ENDS OF THE DIAL

OWNED AND OPERATED BY THE BUFFALO BROADCASTING CO., *Represented by* **FREE & PETERS, Inc.**

XUM

ORCHIDS for a Grand Job

Some excerpts from mail recently received by KNX, Columbia's Los Angeles station, from clients and their advertising agents:

NEW YORK AGENCY EXECUTIVE... "I want to thank you and your West Coast staff of engineers, program department, and production staff for their splendid co-operation and help in putting over the .... program while out here in Hollywood. Without a single exception, everyone who has been assigned to the program from your organization has been of great help."

EASTERN CLIENT... "I want to thank you for your conscientious interest in our program series and the excellent work you have been doing in our behalf. From every indication, the program today is better than ever and I am sure you are entitled to most of the credit."

LOS ANGELES AGENCY EXECUTIVE... "Orchids for the grand job. Our client can be justly proud of this production .. their first venture in radio advertising."

WESTERN CLIENT... "This broadcast has been the means of establishing one of our finest connections, namely the .... Hardware Company, who have complete hardware store distribution throughout Southern California and Arizona, and whose initial order was for 120 dozen packages of our product."

ANOTHER N. Y. AGENCY EXECUTIVE... "Everything seems to be rolling along beautifully as far as our client is concerned. The program, judging by the scripts, seems to be good, the sales are swell and the client is happy."

DETROIT AGENCY EXECUTIVE... "I take this opportunity to thank you and every member of the CBS staff for the splendid co-operation you have given us in solving our problems."

COLUMBIA BROADCASTING SYSTEM **KNX**

Represented Nationally by RADIO SALES

KNX 50,000 Watts, 5939 Sunset Blvd., Los Angeles

6 YEARS OF LEADERSHIP

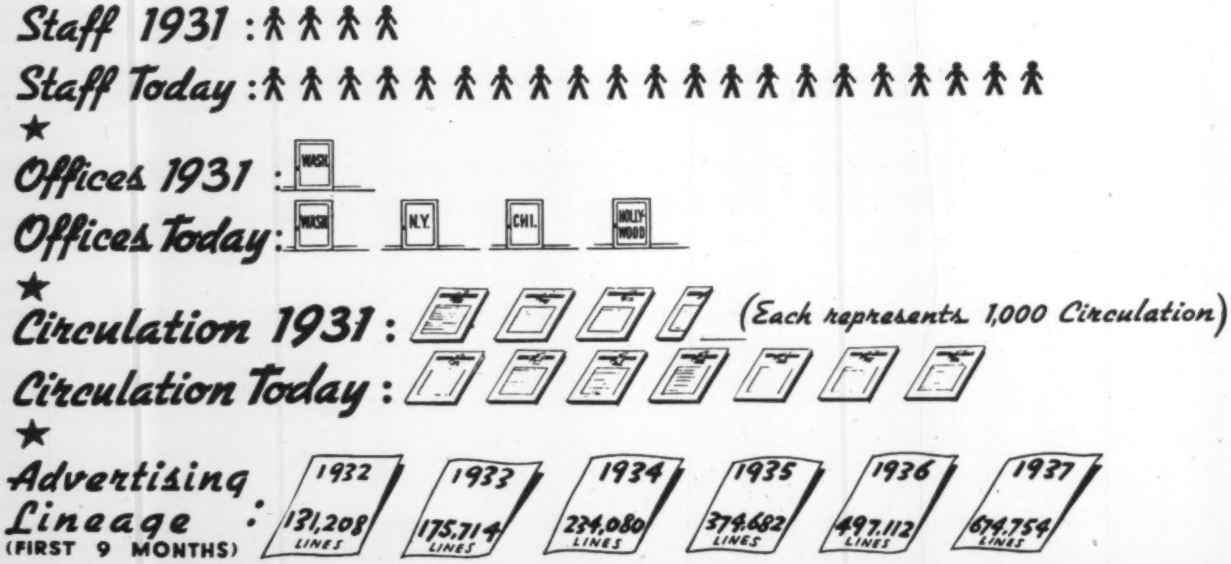
With this issue BROADCASTING enters its seventh year. Paced by a fast advancing industry, its growth has been rapid. Since 1931 BROADCASTING has gone ahead apace with the radio industry.

BROADCASTING
Broadcast Advertising

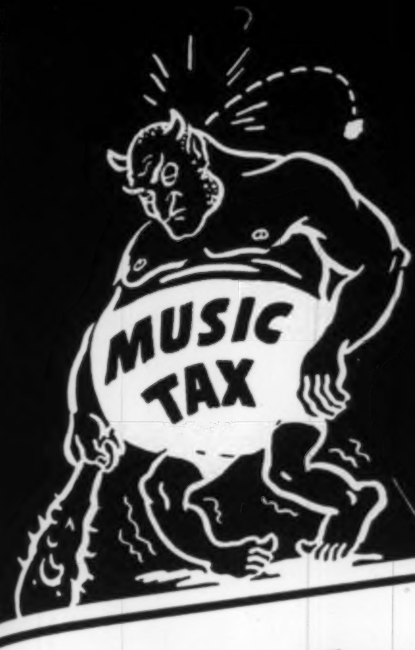
Let's glance at our first year — and today, comparatively:

★

★



In policy BROADCASTING remains unchanged. Alert, accurate, complete, honest news coverage continues our editorial keynote. And, as ever, BROADCASTING strives to serve th best interests of its Industry.



Nice shootin' Kid!

1199 TAX-FREE "MUSICAL HITS"

AVAILABLE TO RADIO ADVERTISERS EVERYWHERE THROUGH *Lang-Worth Licensed* STATIONS

Instrumental Selections

220	Dance (55 with vocals)
195	Full Concert (Soloists)
111	Salon Orchestra
53	String & Gypsy (Soloists)
37	Military Brass Band
44	Hawaiian (Soloists)
49	Pipe Organ
24	Violin Solos
57	Instrumental Novelties
790	**Instrumental**

Vocal Selections

115	Male Quartette
82	Solos (Concert)
7	Duets (Concert)
60	Male & Mixed Chorus
24	Hymns (Mixed Quar.)
24	Hymns (Male Trio)
29	Quintette
38	Hill Billy
30	Character & Work Songs
409	**Vocal**

TOTAL—1199 Tax-Free "Musical Hits"

ADVERTISERS: Custom built programs, applicable to any product, instantly available through special continuity. This service provides quality programs at minimum cost.

RADIO STATIONS: Total playing time (transcriptions and continuity) over 800 quarter hours in program form! Elaborate catalog in preparation. All Lang-Worth "Musical Hits" recorded by RCA—insured by Lloyd's—ready for immediate delivery.

LANG-WORTH FEATURE PROGRAMS, INC.

Originators and Largest Producers of Tax-Free Transcriptions

420 Madison Avenue
New York City

"Why won't it pay, dern it?"

IF you're thinking about a flyer in radio, you have your choice of "systems".

First, there's the so-called flying trapeze, or slot-machine, technique. That's where you put in your coin, shut your eyes and pray . . . Second, there's the Free & Peters plan, by which you consider all available data and precedent, and very carefully test your ideas, your towns and your stations before making any large commitments. Then, when you feel reasonably sure you can't miss, you blast away with what it takes.

In dead earnest, we've got some proven dope for several advertisers and agencies who covet the jack-pot, but who don't care for slot-machine uncertainty. Are you one of them?

FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

WHO	Des Moines
WGR-WKBW	Buffalo
WHK-WCLE	Cleveland
WHKC	Columbus
WOWO-WGL	Fort Wayne
KMBC	Kansas City
WAVE	Louisville
WTCN	Minneapolis-St. Paul
KOIL	Omaha
KOIN-KALE	Portland
KSD	St. Louis
WFBL	Syracuse
KOL	Seattle

Radio Station Representatives

CHICAGO
180 N. Michigan
Franklin 6373

NEW YORK
110 East 42nd St.
Lexington 2-8660

DETROIT
New Center Bldg.
Trinity 2-8444

ATLANTA
516 Bona Allen Bldg.
Jackson 1678

SAN FRANCISCO
One Eleven Sutter
Sutter 4353

LOS ANGELES
C. of C. Bldg.
Richmond 6184

WCSC	Charleston
WIS	Columbia
WOC	Davenport
WDAY	Fargo
KTAT	Fort Worth
WNOX	Knoxville
KFAB	Omaha-Lincoln
WMBD	Peoria
WPTF	Raleigh
KVI	Tacoma
KTUL	Tulsa
WKBN	Youngstown

BROADCASTING
and
Broadcast Advertising

Vol. 13. No. 8 WASHINGTON, D. C., OCTOBER 15, 1937 $3.00 A YEAR—15c A COPY

NAB Votes Sweeping Reorganization

By SOL TAISHOFF

Powerful Committee to Select 'Paid President'; Names Loucks Counsel; Revamped NAB to Meet Early in 1938

PROCLAIMING unanimously their determination to set up a virile, aggressive trade association, to supplant an "innocuous" NAB, some 300 broadcasters attending the special NAB convention in New York Oct. 12-13 — called coincidentally with group meetings considering demands of the American Federation of Musicians—created machinery to accomplish this goal by early next year.

The complete registration of delegates attending both IRNA and NAB conventions in New York will be found on pages 76 and 77.

The mandate for new leadership, calling for the employment of a paid president imbued with broad powers and the setting up of new departments within the association, came with the adoption of an all-inclusive resolution drafted and offered by Edwin W. Craig, WSM, Nashville, with the approval of the NAB board of directors. Adopted at the opening session unanimously and without change, the resolution was reconsidered the following day and amended in such fashion as to make it even stronger.

By its action, the convention delegated to a Reorganization Committee of five, with the advisory assistance of Mark Ethridge, general manager of the *Louisville Courier-Journal* and *Times* which operate WHAS, broader powers than ever before given any NAB group. Its functions in effect supersede those of the NAB board of 20 members. Its other members are Mr. Craig, who was drafted as a member by floor action; John Shepard 3d, president of Yankee and Colonial networks; Ed Craney, KGIR, Butte; Walter J. Damm, WTMJ, Milwaukee, former NAB president, and Edward A. Allen, WLVA, Lynchburg, Va., leader of non-network independents.

Action At Winter Convention

This Committee was given the responsibility of bringing in the new organization structure, including possibly the name of a man to be placed at the industry's helm, at the next general convention of the NAB which will be held in January or February. The Committee will notify the board, upon completion of its preparatory plans, that it desires the convention to be called at a given period, and the board, by instruction of the membership, will follow through.

The new movement was given immediate impetus with the adoption of an amendment to the NAB by-laws under which membership dues are increased 50% effective at once. Assuming the Association's membership remains at its present figure of approximately 400, it will mean an increase in annual income from about $80,000 to $120,000.

The first action of the Reorganization Committee, which held its initial meeting Oct. 13, was to retain Philip G. Loucks, Washington attorney who for five years was the NAB managing director, as its advisor and counsel. Upon him will devolve the task of revising the constitution and by-laws of the NAB to make possible the proposed new organization. He will also advise on the proposed hiring of an outstanding figure, probably with a $50,000 annual salary, to become the NAB head. Mr. Loucks made a flying trip to New York on Oct. 13 to confer with the Committee and outline immediate plans.

At this meeting the Committee decided upon its immediate course of procedure, after inducing Mr. Loucks to assume the counselship and become the executive officer. Suggestions will be sought from all elements in the industry preparatory to writing the report. The best guess now is that the next convention will be held in Washington in February to put through the reorganization.

The reorganization movement was precipitated by the plight of the industry over the demands of union musicians for reemployment on an industry-wide scale, and the failure of the NAB to act in a manner regarded as essential by the majority of the membership.

Baldwin's Status Uncertain

The future status of James W. Baldwin, managing director, was thrown in doubt by the action of the convention. There was sharp criticism on the floor of the "executive direction" of the NAB as at present constituted, with no names mentioned. But in the half-dozen Board meetings, no words were minced, and in two instances some members went to the extreme of demanding the resignation of the entire slate of officers and directors.

Storm center of intramural conflicts practically since he became managing director in 1935, Mr. Baldwin did not participate in any of the floor discussions on reorganization except in connection with his public domain library of transcriptions, which was thrown out of the NAB fold and ordered to function as a separate corporate structure as part of the Craig resolution. It now must, in effect, pay its own way.

The specific instruction to the Reorganization Committee, as contained in the all-inclusive resolution, charges it with the duty of "perfecting and presenting to the Association detailed plans for the reorganization and future development of the Association". The Board was instructed to appropriate and pay for the Committee's expenses, including the employment of a counsel [Mr. Loucks], and other necessary personnel.

Movement for Aylesworth

Names were avoided in connection with the selection of the new industry head, but there persisted a strong movement for M. H. Aylesworth, former NBC president, now identified with the Scripps-Howard Newspapers, even though he has turned a deaf ear to the entreaties of delegations of broadcasters to preliminary propositions. A. H. Kirchhofer and Ed Twambly, of WBEN and WEBR, Buffalo, just prior to the convention, sent a letter to all stations urging that he be drafted for the position. His name unquestionably will be considered by the Reorganization Committee.

Despite the unanimous vote on the Craig resolution, there was evident dissatisfaction in some quarters over failure to act immediately. It was solely for this reason that the convention did not adjourn following the Oct. 12 session, but reconvened the next morning. A substantial group wanted the reorganization process to begin at once, rather than await the next convention, despite the fact that the by-laws prevent any change in the basic structure of the NAB except at a regular convention and on proper notice.

Convention Awaits Committee

In its original form, the reorganization proposal specified that the NAB board fix the date and place for the next regular convention some time in January or February. This was amended so the board could await the recommendation of the Reorganization Committee.

In its original form, the resolution ordained that at the special convention there be adopted a program for departmentalization of the NAB into administrative divisions, and that the Board be directed to give "immediate effect" to such program. This called for administrative, engineering, legal, economic and information and library departments—all to function as administrative as distinguished from policy-making entities. On motion of Don S. Elias, WWNC, Asheville, N. C., this whole provision was stricken out, so that the

'Broadcasting' Moves New York Offices

BROADCASTING Magazine takes pleasure in announcing the removal of its New York offices from the RKO Bldg., to Suite 426. Postum Bldg., 250 Park Ave., effective Oct. 15. The new telephone numbers will be Plaza 5-8355 and 5-8356. The editorial staff will continue to be headed by Bruce Robertson, assisted by Edith Crain. Our advertising representative is Maury Long. Visitors are cordially welcome.

XUM

The New NAB: A Call for Industry Support—*An Editorial*

IT TOOK A JOLT like the musicians' sandbagging, to the tune of several millions annually, to shake the broadcasting industry out of the stupor of disorganization. It took a new element of leadership in the industry, as exemplified by the Independent Radio Network Affiliates, to set the reorganization on the proper course.

The special convention of the NAB in New York was not a meeting of despair and forlorn hope, though it started out that way. A well-balanced, competently manned committee has been given plenary powers to draft a broad reorganization plan as expeditiously as possible and to select a leader—possibly a paid NAB president—for the industry. The committee is being ably advised and assisted by Philip G. Loucks, for five years NAB managing director, and a man who has thorough comprehension and a deep appreciation of the problems confronting organized broadcasting.

The NAB is still on trial. The first hurdle of averting a schism in the industry was cleared at the special convention in New York City. A new element has taken over the leadership. It has a tough assignment. It must work with dispatch. Before individual broadcasters will be in position to determine whether they will hang together in the "New Deal NAB" or whether they will risk hanging separately in separate groups, which would only mean more internecine warfare, the new organization plan must be appraised and then effected at the next regular convention.

Infusion of new blood in the broadcasting industry is deemed necessary. Certainly there was more clear thinking at the special convention than has been exhibited in the past. The manner in which Edwin W. Craig, of WSM, set in motion the reorganization machinery was exceptional. The generalship of Mark Ethridge, a newcomer in radio from the newspaper-owned WHAS, as chairman of IRNA, won spontaneous admiration from the membership at large.

No one questions the motives of those who have directed the NAB. The association has not been adequately staffed or financed to cope with the constantly increasing welter of problems confronting the industry. Errors are only human, and an error was made in the AFM situation. That was the sense of the NAB membership at the special convention. No personalities should be involved and none are. The stakes transcend individuals. There should be no recriminations.

The job immediately ahead is of paramount importance. The NAB needs the help of every station. Dues have been increased 50%. To get the man power of the calibre required, to procure a new leader, there must be adequate finances. The NAB has gotten just what it has paid for in the past. The fault has been that of the membership itself, which failed to take cognizance of its vast and intricate problems and of the requirements of its trade association. It will get what it pays for in the future.

Member stations should pay their increased dues promptly and willingly. Non-member stations should join. They should have a voice in the affairs of their industry. A trade association is an insurance proposition and the dues are the premiums—insurance against anti-radio onslaughts bound to recur, which can only be combated by a well-organized, adequately-financed and ably-staffed trade association.

* * *

The best, and perhaps the most constructive single step that has been taken since the AFM volcano erupted, was the adoption of the resolution by the NAB board recommending that no hard and fast contracts, which would imperil the ability of stations to serve the public interest mandate, be accepted.

The resolution expresses the good faith and the willingness of broadcasters to help alleviate the unemployment problem among musicians, and on the same general terms agreed to. They offer this voluntarily. But they do not, and perhaps cannot, accede to arbitrary terms in a uniform contract that would endanger their Federal franchises or interfere in any way with their obligations under these franchises.

Reorganization Committee, rather than the Board, is authorized to proceed with all phases of reorganization.

The original resolution named Mr. Ethridge as chairman of the Reorganization Committee of five, and Mr. Craig was not named a member. Mr. Ethridge, who won the plaudits of the convention repeatedly for his work as chairman of the Independent Radio Network Affiliates in the AFM negotiations, explained he could not accept the chairmanship because of his duties in Louisville, but he volunteered to serve in an advisory capacity. His superiors, Ambassador Robert W. Bingham, and Barry Bingham, copublishers of the newspapers, he reported, had deemed it inadvisable for him to accept the post. Mr. Craig's appointment was voted from the floor. The Committee received in writing numerous proposals for reorganization, which were discussed and turned over to Mr. Loucks for analysis.

Reconciled to Musicians

Despite the evident dissatisfaction of the NAB body politic with the tentative terms for reemployment of musicians, the majority of broadcasters appeared reconciled to acceptance of the same broad terms agreed to by the IRNA group. That group has agreed to an additional payment of $1,500,000, a 50% increase, under a two-year contract, but with details of the agreement to be worked out in further conferences with AFM. [See story by Bruce Robertson on page 13.] The AFM threatened strike deadline date has been postponed for the third time, having been advanced from Oct. 15 to Nov. 1. It is expected that a further postponement will be forthcoming.

A new and potent element in the AFM situation developed after the convention closed Oct. 13 when the NAB board at a five hour session, adopted a resolution which in effect rejected the "licensing" of stations by AFM under contract. The proposal, offered by T. W. Symons Jr., KFPY, Spokane and KXL, Portland, held that the Federal government has the exclusive right to license stations; that the AFM proposition might be a usurpation of that exclusive right, and that it might constitute restraint of trade.

There were 297 stations represented at the special convention—the first in NAB's 15 years of history. Of these 150 were network affiliates and 97 non-network. The attendance was regarded as disappointing, since not only all 400 NAB members but the 300 non-member stations had been invited to the emergency sessions.

Among the proposals expected to be made for reorganization probably will be one whereby the voting privilege will be altered to be exercised in proportion to payments of stations into the NAB exchequer. Whereas now each station, whether a 50,000-watter or a 100-watt part-timer, has one vote on election of officers and directors, the possible new arrangement would be to allot voting privileges according to dues paid into the Association. Thus, a group of 100-watters, substantial in number but contributing only a fractional portion of the NAB fund, would not be in position to outvote the larger stations. This formula is employed by other trade associations, it was pointed out. Heretofore stations have been paying their highest quarter-hour rate quarterly as NAB dues to make up the $80,000 annual income. Under the revised schedule approved unanimously at the Oct. 12 meeting, they will pay their highest quarter-hour rate each two months for an estimated income of $120,000.

Whether there will be defections from the NAB because of the increase was not ascertainable, though some station owners indicated that course. On the other hand, a number of stations which have resigned from the Association in recent months have indicated their intention of returning to the fold because of confidence in the new order. Others, including the Levy-owned WCAU, Philadelphia 50,000-watter, will remain outside until the revitalized association shows what it can accomplish. Isaac D. Levy, who dramatically walked out of the NAB two years ago after a bitter speech castigating the Association and its then leading lights, made his reappearance at the special meeting. By invitation he spoke his mind again, and stated he would return only when the NAB had proved its value.

NAB Reorganizer

PHILIP G. LOUCKS

The revolutionary reorganization plan was brought in by Mr. Craig from the Board of Directors, of which he is a member, after days of planning. It evoked no discussion, but won a unanimous vote. It came after Mr. Craig made a plea for unity in the industry, and after a morning session Oct. 12 during which President John Elmer, WCBM, Baltimore, and Mr. Ethridge as chairman of IRNA, had made similar strong pleas. The morning session had been devoted to talk about the AFM situation.

In explaining his resolution, Mr. Craig pointed out that the convention had the power to adopt a program for departmentalization of the NAB. He outlined the proposed structure as follows:

"1. *Administrative.* This division would have charge of all office records, billings, collections, payment of current bills, stenographic work, printing, mailing, etc.

"2. *Engineering.* This division would be headed by a competent engineer with an adequate staff. It would devote its energies to collecting and compiling engineering data for use by the Engineering Committee of the Association; prepare reports advising working engineers and operators of member stations of changes in technical rules and regulations of the Commission; gather and publish information and suggestions which will be helpful to station operators; collect and compile data for use by the Association at international conferences; bring up to date, amplify and simplify the engineering handbook published by the Association; and perform such other services as may be assigned to it.

"3. *Legal.* This division would devote itself to the collection and publication of digests on such subjects as libel and slander, taxes, labor, decisions and pronouncements of the Federal Communications Commission and of the Federal Trade Commission, and of the courts on appeal from decisions of those commissions, and all other cases involving issues of interest to broadcasters and their legal counsel. This division should function in close harmony with the legislative committee and the state committees of the Association to the end that all data pertinent to the issues raised by state or federal legislation may be available. This division would have charge

(*Continued on Page 82*)

Board Warns of Danger in AFM Contract

By BRUCE ROBERTSON

Public Interest Factor Involved; Annual Expenditure Of $3,300,000 for Music Under IRNA Settlement

ABANDONING its attitude of watchful waiting and obeying the repeated demands of the broadcasting industry for leadership and guidance in the crisis precipitated upon it by the demands of the American Federation of Musicians, the NAB Board of Directors on Oct. 13 passed a resolution warning broadcasters against signing any contract with the AFM that contains any restrictions designed to prevent any station from broadcasting any program deemed by it to be in the public interest. The resolution urged each station to consult its own counsel in all matters affecting arbitration, sympathetic strikes, inviolability of contracts, possible restraint of trade, and its obligations to serve public interest.

The resolution, adopted by the Board only after five hours of heated discussion, was proposed by T. W. Symons Jr., KFPY, during the meeting of the entire convention, which had referred it to the Board for action. It points out that through a uniform contract the AFM is seeking to impose on the broadcasting industry a system which in effect gives the AFM the sole right to license the procurement by a station of network and transcription programs and that such a transfer of station control may be sufficient ground for revocation of that station's Federal license to broadcast and may also violate the Federal statutes relating to restraint of trade. Copies of the resolution were sent to all broadcasting stations.

Increased Cost of Music

The meeting at which the resolution was adopted came at the end of a two-day special session of the NAB at the Waldorf-Astoria in New York on Oct. 12-13, during which members and non-members alike had severely criticized the failure of the NAB to offer to the industry the protection necessary to meet adequately the AFM demands and had praised with an official vote of thanks the work of the negotiating committee of the Independent Radio Network Affiliates in effecting a reasonably satisfactory solution for stations affiliated with the nationwide networks.

Briefly, this solution, which was ratified by an IRNA convention meeting at the Waldorf-Astoria on Oct. 11, calls for an annual expenditure of $3,300,000 for the employment of staff musicians by the 289 network affiliates, an increase of $1,500,000 over present expenditures. This sum is to be allocated among the stations on the basis of 5½% of net income from the sale of time, with stations whose national quarter-hour evening rate is less than $15 being exempted from any union demands. The Committee had also secured a promise from the networks to contribute a total of $200,000 toward the total, to be paid on a basis amounting to roughly 16% of increased expenditures to those stations who do not already employ as many musicians as are necessary to bring them up to quota.

The history of IRNA's formation and negotiations with AFM leading to these results, which represent a considerable reduction of the original AFM demands for employment of 3,500 additional musicians in broadcasting, was sketched at the opening NAB session by the IRNA chairman, Mark Ethridge, WHAS, who offered to go into the entire detailed background of these dealings with a committee of either the NAB or the non-network stations for use in their dealings with the union. At the same session the NAB president, John Elmer, WCBM, described the position of the Association which, unable to speak for its members, had observed the presentation of AFM demands and reported them to the industry.

A motion by Lloyd Thomas, WROK, that the NAB give "advice, counsel, assistance and cooperation" to any group or individual member in its dealings with AFM was unanimously carried.

Independents to Act

The discussion of this and other questions disclosed a wide divergence of opinion as to the best course of action for the non-network stations to follow. Several members of this group thought the best and easiest solution would be to offer the AFM the same terms as those secured by IRNA, saying that they could not hope for a better deal than that made by the more powerful network group. Others stated that if the independents are less powerful they are also less vulnerable, having no network affiliation to lose if negotiations should fail, and might therefore be able to make a better bargain.

Mr. Ethridge said that IRNA was certainly not going to scrap its negotiations, which had cost the group some $10,000 for expenses and fees to legal and accounting counsel, to start all over again with the independents, but pointed out that the IRNA negotiations had paved the way for the independents to make much faster and less expensive progress in their own dealings.

He offered the advice of his committee but urged that the independents engage good legal counsel at the outset. Samuel Rosenbaum, chairman of IRNA's negotiating committee, said that IRNA negotiations with the union will probably be concluded within the next few weeks and go into effect in December, at which time the AFM will start after the independents and he urged that the NAB act promptly in their behalf.

At a meeting of some 50 non-network broadcasters that evening Mr. Rosenbaum urged that they immediately begin collecting figures on the incomes and employment of musicians by this class of stations, pointing out that by being forced at first ~~to accept~~ figures furnished by the AFM because they had none of their own, the network affiliates were obligated to spend $3,300,000 instead of the contemplated $3,000,000. He also advised them to retain able counsel from the start, pointing out that while there was no doubt of the union's ability to deprive "unfair" stations of their

NAB BOARD RESOLUTION

Inviolability of Contract and Franchise Rights Must Be Preserved, Board Declares

WHEREAS, the broadcasting stations of the United States are licensed by the federal government under a mandate to serve the public interest, convenience and/or necessity; and

WHEREAS, radio broadcasting constitutes the greatest medium of simultaneous mass communication the world has ever known; and

WHEREAS, every consideration should and is being given by the industry to the social aspects of unemployment, in giving relief, the radio industry must keep foremost its grave responsibility to protect the freedom and growth of this marvelous facility for public service; and

WHEREAS, the broadcasting stations by virtue of long experience in rendering public service, have found that the public interest requires, in addition to locally produced programs by union musicians, the broadcasting of other local programs and of network and transcription programs; and

WHEREAS, there has not been and there is not now any dispute between the broadcasting industry and the American Federation of Musicians, in regard to wages, hours or working conditions; and

WHEREAS, negotiations between the American Federation of Musicians and committees representing a substantial part of the broadcasting industry have resulted in a conclusion as to the degree of re-employment acceptable to the American Federation of Musicians; but

WHEREAS, the American Federation of Musicians seeks to impose upon the broadcasting industry, by uniform contract, a system which in effect gives to the American Federation of Musicians the sole right to license the procurement by those stations of network and transcription programs; and

WHEREAS, such contract in effect transferring the control of the operation of any station may be sufficient ground for revocation of that station's federal license to broadcast, and also may constitute a violation of the federal statutes relating to restraint of trade; therefore now be it

RESOLVED, That the Board of Directors of the National Association of Broadcasters recommends to broadcasters that any agreement entered into between the American Federation of Musicians and broadcasting stations should specifically provide that such agreements shall not contain any restrictions designed to prevent any station from broadcasting network, transcription or any other programs including those of civic, educational, religious, fraternal and public events character construed by it to be in the public interest; and that each station should consult its own counsel in all matters affecting (1) arbitration, (2) sympathetic strikes, (3) inviolability of contracts, (4) possible restraint of trade, and (5) its obligations to serve the public interest in providing educational and entertainment programs.

NEGOTIATING COMMITTEE—Of the Independent Radio Network Affiliates as they met in New York convention. Left to right: Emile Gough, Hearst Radio Inc.; Mark Ethridge, WHAS, and *Louisville Courier-Journal* and *Times*; Samuel R. Rosenbaum, WFIL, chairman; L. B. Wilson, WCKY; John Shepard 3rd, Yankee Network; John J. Gillin Jr., WOW; George W. Norton Jr., WAVE; E. W. Craig, WSM.

XUM

network programs some lawyers felt that AFM cannot legally forbid transcription manufacturers to ship records to any station, as this would constitute a secondary boycott. As Joseph N. Weber, president of AFM, has said that the independents would not be called until negotiations with the affiliate group are completed and contracts signed and accepted, they have several weeks in which to prepare for action, Mr. Rosenbaum said.

After an extended meeting, at which the varying problems of stations in large cities with strong unions, small cities with less strong locals, smaller cities in which union musicians usually have other daytime employment and are available as musicians only at night, and towns without any local unions, were discussed at length, the group appointed a fact-finding committee, authorized to collect data but not to conduct negotiations. Members are Lloyd Thomas, WROK, who is also chairman of the entire independent group; Howard Loeb, WFDF; H. B. McNaughton, WTBO; Gregory Gentling, KROC; and S. Schultz, WLAW. Mr. Elmer was asked to serve on the committee but he declined due to his position with the NAB.

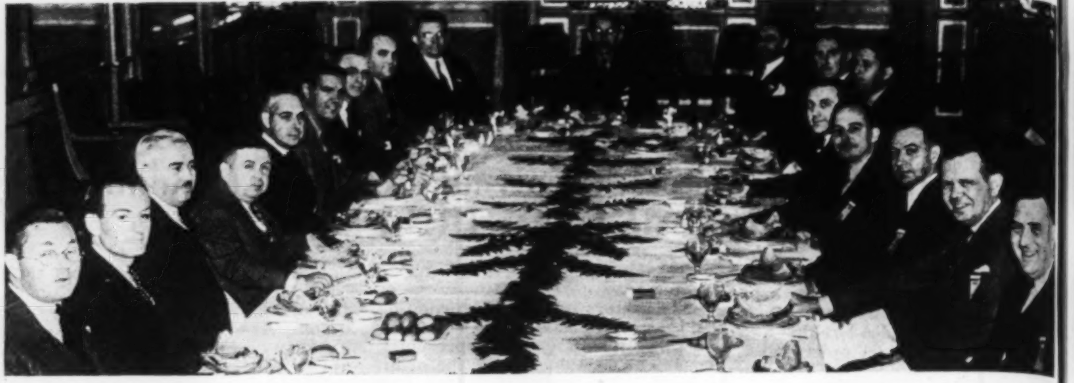
Fact-finding Plans

The group met with Mr. Elmer and James Baldwin, NAB managing director, following the adjournment of the convention to draw up a questionnaire to be sent to all non-network stations in the country as the first step in its fact finding campaign. The situation of the transcription manufacturers was stated by Lloyd Egner, manager of NBC's transcription division, at the convention, in response to a question from the floor. He said that the union has ruled that no musicians will be furnished to transcription companies for the making of records to be sent to "unfair" stations, but that it has postponed making an agreement with these firms until negotiations with the broadcasters are completed. Mr. Egner stated definitely that no agreement of any kind has been reached with AFM, despite a common impression that the transcription companies had informally agreed not to serve "unfair" broadcasters, which he labeled as completely erroneous.

The IRNA convention was held on Oct. 11, day before the NAB meeting opened. This group again ratified the expenditure of $1,500,000 for employment of additional musicians which it had previously approved, and also the allocation of this increase on the basis of a weighted scale worked out by Ernst & Ernst, firm of accountants, from questionnaires filled out by 276 of the 289 network affiliates. The remaining 13 stations were figured on the basis of their published quarter-hour rates. This rate basis, incidentally, was found to be generally quite unsatisfactory, amounting in one case to 749% of the station's net receipts. The accepted formula calls for an expenditure for union staff musicians by each station of 5.49% of its net receipts from sale of time, that is, time sales minus quantity discounts, agency and representative fees.

The group also approved the action of its committee in securing from the networks an agreement to contribute $200,000 toward the increased expenditures to be made by affiliates, this contribution to be made on a basis proportional to

(*Continued on Page 86*)



NAB BOARD MEETS—Reading clockwise: T. E. Streibert, WOR; William J. Scripps, WWJ; Gene O'Fallon, KFEL; L. B. Wilson, WCKY; Arthur B. Church, KMBC; Herb Hollister, KANS; Ed Allen, WLVA; Frank M. Russell, NBC; Harold Hough, WBAP; President John Elmer, WCBM; John J. Gillin Jr., WOW; Tom Symons, KFPY; Harry C. Butcher, CBS; Managing Director James W. Baldwin; John F. Patt, WGAR; Joe Maland, WHO; E. W. Craig, WSM; Ralph Brunton, KJBS. Absent: Gene Dyer, WGES; C. W. Myers, KOIN.

Petrillo Starts New Union for Radio; Labor Developments in Other Cities

JAMES C. PETRILLO, president of the Chicago Federation of Musicians, has started a new union in Chicago embracing announcers, producers and sound effects men, to be affiliated with the Chicago Federation of Musicians. A 20% increase in pay at WBBM for members belonging to the new union became effective Oct. 11. The musicians' agreement with NBC and Mutual expires Jan. 15 at which time Mr. Petrillo hopes to get a 20% increase for the new union members from the other two major networks in Chicago.

Petrillo told BROADCASTING he was not looking for any more revenue for his CFM union in starting the new organization. He said the move was made to prevent the CIO from gaining a foothold in radio stations. When questioned about the American Federation of Radio Actors recently formed in Chicago, he said they were all "all right" but "too slow", and that his new union, because of its CFM tie-up, would "really get some place".

He admitted there would be an argument with the AFRA over jurisdiction in Chicago territory inasmuch as the latter embraces actors, announcers and sound effects men while Petrillo's union includes announcers, sound effects men and producers. He was confident, however, that this would soon be straightened out as both are AFL organizations and are anti-CIO. In Chicago, the AFRA probably will eventually include only actors with Petrillo having jurisdiction over the other station employes.

Initiation fee for Petrillo's new radio union is $25 in contrast to the $100 fee charged musicians. Dues are the same for both radio personnel and musicians — $16 a year. He said about 30 people attended the first meeting of his new union but eventually hopes to have about 400 members in Chicago.

Meanwhile officials of the AFRA expressed disapproval of Petrillo's entry into what they considered their own field. The AFRA, claiming 300 members in Chicago, has established an office at 540 N. Michigan Ave. Frank Gillmore, head of Actor's Equity, was expected in Chicago about Oct. 15 on his way to New York from the AFL convention in Denver and it was possible that a definite settlement of jurisdictional rights in Chicago would be made then. Petrillo is leaving for New York Oct. 16 to attend the radio-musicians' parley.

WHN Contract With CIO

AMERICAN Radio Telegraphists' Association, CIO communications union, has negotiated a contract for the technical employes of WHN, New York, calling for a 44-hour, five-day week with time-and-a-half for overtime, certain salary increases and a preferential shop. Thus when the station adds technicians it must either employ ARTA members or, if none are available, the men employed must join the union.

Signing of the contract ends negotiations covering six months since the WHN technicians joined ARTA in a body last April. Delay was caused by the intervention of IATSE, AFL union of theatrical employes with which stage hands and other employes of Loew's theater chain are affiliated and which claimed jurisdiction likewise over WHN employes, and a ruling of the NLRB was necessary before ARTA could resume its dealings with the company.

ARTA officials also report the signing of a similar contract at KYW, Philadelphia, where the technicians are also 100% ARTA members. Negotiations are now under way at WCAU, Philadelphia, at which station the management has agreed to a closed shop, a 40-hour week, and time-and-a-half for overtime, but the wage scale is still a matter for discussion. In these negotiations Willard Bliss is acting for ARTA and Dr. Leon Levy for WCAU.

At the first national convention of the American Guild of Radio Announcers and Producers, held in New York Oct. 1, some 200 members of this independent union voted unanimously to maintain their independence, thus definitely ending the widespread rumors that AGRAP would become allied with either ARTA or the new AFL radio talent union, American Federation of Radio Artists. The convention elected Roger Bower, WOR, Newark, as secretary, to replace Karl Schullinger, who has left CBS to join Lord & Thomas. It was stated that AGRAP membership now includes some 350 announcers and producers, about 60 actors and about 20 engineers. A full-time organizer is now active in the field and the Guild predicts that membership will grow rapidly in the next few months.

At a meeting of the San Francisco Chapter, American Federation of Radio Artists Oct. 3, John B. Hughes, Mutual-Don Lee network newscaster and commentator, was elected president. Other officers of the newly-organized chapter are: Ted Maxwell, NBC producer, first vice-president; Jack Moyles, CBS producer, second vice-president; Vic Connors, executive secretary, and Theodore Hale, acting treasurer. The San Francisco Chapter claims a signed-up membership of 130. Organization work has started in Sacramento and Stockton and the organizing committee headed by Mr. Connors plans an early visit to Merced, Fresno, Chico, Eureka and Reno. Frank Gilmore, president, arrived in San Francisco from New York Oct. 7 to confer with the executives of the Bay City chapter of AFRA regarding policy and future plans.

Cincinnati Complaint

The AFRA, which now reports a membership of between 3,000 and 4,000 "with applications coming in at a great rate", is planning to leave the Actors' Equity building in which it has been making its headquarters and move into its own offices at 2 W. 45th St., New York, about Oct. 15. In Cincinnati this talent union has filed a complaint with the NLRB charging WKRC and CBS with violation of the Wagner Act in discharging William Seymour, a news writer, for alleged union activity. Seymour was discharged from the station Sept. 30, the complaint states, because of his activity in organizing for the union.

In reply to the charges filed with the Labor Board, John McCormick, general manager of WKRC, made the following statement:

"The policy of WKRC is not to interfere in the slightest degree with the union activities of any of its employes. I have been engaged for approximately a month making certain staff changes necessitated by policy changes instituted by me

(*Continued on Page 75*)

XUM

Tentative Draft of Network Affiliates' Contract With AFM

1. The terms, provisions and conditions of this Schedule "A" are basic terms, conditions and provisions contained in the Trade Memorandum of the ....day of..................., 1937, between representatives of radio stations affiliated with national networks and the American Federation of Musicians, involving a general plan for the solution of the unemployment problem of musicians, and all the terms, conditions and provisions of this Schedule shall, for all purposes, be deemed and be part and parcel of the annexed agreement, and whenever and wherever the terms, conditions and provisions contained in the said annexed agreement are inconsistent with the terms, conditions and provisions contained in this Schedule, the terms, conditions and provisions of this Schedule shall obtain and prevail.

2. Whenever the term "Federation" is used herein, same shall refer to and be deemed to mean the American Federation of Musicians. Whenever the term "Affiliate" is used, same shall be deemed to mean and refer to the Broadcasting Station, which is the contracting party to the agreement to which this Schedule "A" is attached.

3. The entire amount of the allocated quota to be expended by the Affiliate, per annum, for the employment of staff musicians must be so expended during a period extending for not less than nine (9) months in each year, the intention being to provide regular employment for staff musicians. Special exception, shortening the period of nine (9) months, shall be made by the Federation in cases where the Affiliate operates in winter resorts, as, for example, Miami, where the business season is less than nine (9) months.

4. A staff musician is one who is paid at a weekly rate and not at a single performance rate. Compensation for services of musicians employed as extra men or employed otherwise than to play musical instruments, and compensation to staff musicians for overtime or extra rehearsals is not to be included in the expenditure of the allocated quota of the Affiliate.

5. If a Local requires that a higher rate be paid for the privilege of using staff musicians in commercial programs as well as in sustaining programs, the full amount so paid by Affiliate to staff musicians on regular contract shall be credited against Affiliate's allocated quota, regardless of the quantity of commercial services rendered during any one week.

6. In expending the sums of money required to be spent by the Affiliate, as per the terms of the annexed agreement. Affiliate agrees to employ members in good standing of the Locals affiliated with the Federation as staff musicians.

7. Locals affiliated with the Federation will furnish Affiliates competent and qualified musicians in good standing in the Local and members of the Federation, who will be employed by Affiliates through a contracting member or leader. Affiliate shall have full control of the instrumentation desired, but shall not demand any instrumentation unusual for the number of men to be employed. Affiliate shall have full control of program material and selection of music. If Affiliate has any complaint regarding the ability or competency of a staff musician furnished by a leader or contracting member, Affiliate may first appeal to the Local Union of the Federation and then to the Federation for an adjustment. Federation will cause the musician to whom the Affiliate objects, to be examined. Such examiner shall not be a member of the said Local Union. If the examiner finds the musician is not competent for the class of service required of him and cannot be replaced by the said Local, Affiliate shall have the right to employ a member of Federation from another Local.

8. Affiliate may give any staff musician employed by him reasonable notice for terminating his employment, which notice, however, shall be according to prevailing notice. In the event that the employment of a staff musician is terminated, such change of personnel shall in no wise reduce Affiliate's obligation to expend the full amount of his allocated quota for staff musicians.

9. The Affiliate entering into the annexed agreement with the Local Union of the Federation for the expenditure of an allocated quota, as provided for in said annexed agreement, shall receive for the duration of such annexed agreement a clearance from the Federation for the use of phonograph records and electrical transcriptions and by other means of mechanical production regulated by the Federation, and the right to receive national, regional network and remote broadcast programs.

10. [To be amended so as not to violate existing contracts]. As a condition of their employment by Affiliate stations, members of the Federation need not perform their services for any Affiliate which, after two (2) weeks' prior written notice to it, will do any of the following:

(a) Transmit its music to any other Affiliate station in the United States or Canada which fails to agree to expend the allocated quota for staff musicians, or fails to comply with the agreement which it will enter into with the Local Union of the Federation;

(b) Contract to transmit music to any broadcasting station other than Affiliate or Key Station as herein defined, located in the United States or Canada, which fails to enter into an agreement satisfactory to the Federation with respect to the employment of staff musicians, or fails to comply with the agreement which it will enter into with the Local Union of the Federation;

(c) Contract for records and transcriptions or take or use under such contracts, records or transcriptions made by manufacturers other than those licensed for that purpose by the Federation; it being the declared intention of the Federation that the purpose of this specific provision is limited to enabling it to increase employment for its member musicians in the making of such records and transcriptions. With respect to the question of the use of musical records and transcriptions not made in the United States and Canada, same shall be investigated further and left for future determination and agreement by the broadcasting industry and the Federation.

In the event that the Affiliate transmits under contract now existing music to other broadcasting stations which are not Affiliate or Key Stations, the same shall be reported to the Federation and all of the facts concerning such transmittal of music to such stations disclosed to the Federation, and negotiations shall ensue between such Affiliate and the Federation with respect to such existing situation.

In the event any Affiliate station transmits music not under contract now existing to any other broadcasting station or stations located in the United States or Canada, which are not Affiliate or Key Stations, members of Federation need not perform their services for such Affiliate station unless such other broadcasting station enters into an agreement for the employment of staff musicians satisfactory to Federation.

11. Announcement of a mechanical production must in all cases be clearly made.

12. Affiliate may make records or electrical transcriptions for audition purposes or filing by Affiliate or agency or client, but such records or transcriptions must not be broadcast, and the Federation must be advised when such record is made. Members of the Federation will not render their services to any Affiliate for the manufacture of records or transcriptions for broadcast or any other use unless such Affiliate shall agree to regulations prescribed by the Federation for manufacturing such records and transcriptions and be licensed by the Federation.

13. Records of music which are pilfered are not to be used under any circumstances.

14. In the event that a sponsored program cannot be put on the air at the exact time allotted to it, an electrical transcription may be made of such program to be put on the air no later than the seventh (7th) day counting from the day that the transcription was made. As soon as the transcription is made, the Federation must be advised immediately thereof and the record of such transcription must be sent to it to be destroyed.

15. Members of the Federation need not render their services to a station originally owned by an Affiliate but transferred or assigned by an Affiliate unless the assignee of such Affiliate shall agree to carry out and assume the unexpired portion of the agreement between said Affiliate and the Local Union of the Federation.

16. In the event the Affiliate's Federal license is terminated or suspended, or in the event of the discontinuance of the operation of such station, whether because of fire, war, force majeure, or Acts of God, the allocated quota of expenditure as provided for in the annexed agreement shall be reduced or canceled, as the case may be.

17. Any agreement entered into between an Affiliate and the Local Union of the Federation in order to be valid must be approved by and registered with the Federation Board, the President of the Federation, or any authority designated for that purpose by the Federation.

18. Both parties to the annexed agreement, that is, the Affiliate and the Local Union of the Federation, acknowledge that they have received a copy of the Memorandum embodying the general plan for the solution of the unemployment problem of musicians which forms the general basis for the terms, provisions and conditions of this Schedule "A".

19. The period of the annexed agreement is two (2) years from the date thereof, and the expenditure undertaken by the Affiliate as in said annexed agreement provided, shall be for each of the two (2) years of the period of the said annexed agreement.

20. The Federation obligates itself for the full and complete performance of the agreements entered into by Local Unions of the Federation without stoppage of work so long as there is no default in or violation of any of the provisions of such respective agreement by the Affiliate executing the same. The Local Unions of the Federation and the Federation Board agree to notify Affiliate in writing of what they deem to be a default or violation on the part of such Affiliate, and the Federation agrees that there will be no stoppage of work as in this paragraph specified until such Affiliate shall have had two (2) weeks from and after the receipt of such notice in writing to rectify the default or breach complained of. Repetition by the Affiliate of the violation originally complained of by the Federation Local shall thereafter eliminate the necessity of any further notice to Affiliate.

In case the Affiliate shall be in default with respect to monies owed to staff musicians for services rendered, the Affiliate shall not be entitled to notice as in this paragraph specified.

[Arbitration clause to be added here, if possible.]

21. The musicians to be engaged in accordance with the annexed agreement are recognized by the Affiliate as being members of the Federation, and nothing herein contained shall be construed to interfere with any prior obligation which any such musicians may owe to the Federation by reason of their membership therein.

[To be amended to exclude sympathy strikes].

22. Federation agrees that neither it nor any of its Local Unions will make or enter into any trade memorandum or agreement with any independent or Key Stations whether the same be situated in the United States or Canada, containing conditions for the employment of members of the Federation more advantageous to broadcasters than those contained in the trade memorandum with the Affiliates, subject to the proviso, however, that should the Federation or any of its Locals at any time during the two (2) year period hereof grant more advantageous conditions for the employment of members of the Federation to any independent or Key Station than those herein contained, then and in any such case the Federation and/or the Local Union of the Federation, as the case may be, will either adjust such conditions or will grant such more advantageous terms and conditions also to Affiliate Stations.

23. The amount agreed to be expended by the Affiliate under the annexed agreement represents an allocated quota or an amount equal to that expended by the Affiliate from September 1st, 1936 to August 31, 1937, whichever amount is higher, and the Affiliate shall not be compelled by the Local Union of the Federation to increase the said higher amount during the term of the annexed agreement except where the Local has given concessions to an Affiliate with the understanding that the Local could thereafter withdraw the said concessions.

24. The Affiliate agrees that it has received a copy of the Trade Memorandum prior to the execution and delivery by it of the annexed agreement and that it is fully familiar with the terms and provisions of said Trade Memorandum. Affiliate further agrees that other Affiliates are executing and delivering agreements with their respective Local Unions at or about the same time that the annexed agreement is being executed and delivered, and that Affiliate has exchanged promises with numerous other Affiliates for the purpose of inducing such other Affiliates to execute and deliver their respective agreements with their Local Unions.

Affiliate further acknowledges and agrees that among the considerations inducing the other Affiliates to execute and deliver the said respective Local agreements is the agreement on the part of the Affiliate that in the event it shall breach any of the terms of the annexed agreement or this Schedule A, part thereof, and as a result of such default or breach, Federation shall require any of such other Affiliates to discontinue any type of service which any of the other Affiliates may be required pursuant to an agreement to render to undersigned Affiliate so breaching or violating the annexed agreement. Then and in that event, the undersigned Affiliate agrees that it will not make any claim or demand for damages or otherwise, or seek any other relief of whatever nature against any Affiliate discontinuing such service by reason of the demand made upon it by the Federation or the Local Union of the Federation, the provisions of any said existing agreement between undersigned Affiliate and any other Affiliate to the contrary notwithstanding.

McNinch Abolishes Divisions of the FCC

Commission Approves His Plan to Be Effective Nov. 15; Three Directorships Automatically Eliminated

INVOKING its first sweeping change in policy since Frank R. McNinch assumed its chairmanship Oct. 1, the FCC by unanimous vote Oct. 13 adopted an order proposed by the new chairman abolishing the three-division organization effective Nov. 15.

All seven members of the FCC, under the revised structure, will participate in deciding all cases, whether broadcast, telephone or telegraph. New rules and regulations, and modifications of existing ones designed to guide the FCC under the new setup, will be drafted by Chairman McNinch for FCC action.

Announcement of the radical change was made by Chairman McNinch at a press conference Oct. 14—his second in a fortnight. Coincident with the abolition of the three divisions, the positions of directors of each division automatically were eliminated. Mr. McNinch described this as an "unavoidable consequence." John F. Killeen, Robert T. Bartley, and A. G. Patterson, directors of the broadcast, telegraph and telephone divisions, respectively, thus will be released from these posts effective with the new organization. The posts are non-civil service and by statute have paid $7,500 per annum.

The Chairman's Views

At his initial press conference Oct. 2, the incoming chairman discussed at length his first impressions of problems confronting the FCC, dealing largely with possible rate regulation, alleged "trafficking" in station licenses, monopoly, franchise taxes and similar important issues. At the second conference, he issued a release on the reorganization and on related phases of operation until the change takes place Nov. 15, and then discussed other aspects of FCC activity in response to questions from the three-dozen newsmen present.

The new McNinch plan follows closely the organization of the Federal Power Commission, the chairmanship of which he relinquished at the behest of President Roosevelt to "clean up" the FCC. While the precise procedure in handling cases prior to the full Commission action must await the formal adoption of the new rules, there is the probability that here again the Power Commission method will be employed. That, generally, is to assign specific cases to individual commissioners for handling up to the time of Commission consideration.

By acting with such celerity in reorganizing the FCC, Chairman McNinch presumably is seeking to remedy defects which have brought the wrath of members of Congress upon that agency. It would not be surprising, it is felt, that the demands for a Congressional investigation of communications regulation, particularly broadcasting, made repeatedly at the last session, will taper off at the forthcoming special session, which President Roosevelt has called for Nov. 15.

Half-dozen Proposals

There are a half-dozen resolutions for varying types of inquiries, the most sweeping of which (the White Resolution) already has been reported favorably to the Senate by the Interstate Commerce Committee. Whether Senator White (R-Me.) and Chairman Wheeler (D.-Mont.) of the Committee, will press for an early probe on enactment of the legislation in the light of the aggressive efforts toward reform under the McNinch leadership, now becomes problematical.

The specific order on reorganization (No. 20) reads: "The divisions of the Commission created by Commission Order No. 1 adopted July 17, 1934, are hereby dissolved and abolished as of Nov. 15, 1937, and all powers and functions heretofore and presently vested in such divisions shall thereafter be exercised by the Commission.

"Chairman McNinch, with such assistance as he may require, is hereby directed to prepare for submission to the Commission at the earliest practicable date such new and supplementary rules and regulations and such modifications of the present rules and regulations as are made necessary by this order."

At his press conference, the chairman stated that approval of the new order was "not merely that of assent but that, after a thorough and full discussion of the proposed order, it was clear that it had the unreserved approval of the judgment of every member of the Commission."

"Some of the reasons underlying this fundamental change of organization policy," he said, "are that experience has shown that to subdivide a small Commission has a divisive effect and tends away from cooperation and mutual understanding. The assignment of such important work as has heretofore been handled by divisions theoretically composed of three commissioners, but in fact functioning with two commissioners because of the impracticability of the chairman's keeping himself currently informed and attending meetings, has resulted in two members of the Commission carrying an unnecessary load of responsibility and exercising an undesirably large portion of the power and functions of the Commission, while at the same time denying the other commissioners any practical opportunity to participate in decisions.

Freedom of Inquiry

"When such major phases of the Commission's work, as broadcasting, telephone, and telegraph, have been committed to the handling and decision of only two members, these two members have been denied opportunity to exchange views with and profit by free discussion and expression of opinions by the other commissioners. Commissioners not on a particular division have felt a natural reluctance to inquire into the work committed to others, hence, they were denied effective expression of their views upon pending matters. Furthermore, the segregation of commissioners into units, with power to act, unavoidably requires that they specialize in their thought and action upon limited phases of the Commission's work and this, with other reasons above mentioned, prevents a rounded development of every commissioner's knowledge of and experience in the whole field of the Commission's work.

"A Commission functioning as such has the benefit of the free discussion and exchange of views, it learns better to cooperate, the commissioners gain a better understanding of each other, and they influence and share in every important responsibility. The aggregate wisdom and judgment of seven minds is surely greater than any two or three of the seven.

"I am delighted at the hearty approval given by my colleagues to the proposed reorganization plan and I am confident we are thereby laying a solid foundation and making a real start toward functioning cooperatively and much more effectively."

Simultaneously, Mr. McNinch announced that, upon his nomination, Commissioner George H. Payne was elected chairman of the telegraph division, to serve until the divisions are abolished Nov. 15. He has been acting chairman since the retirement of Commissioner Irvin Stewart in June. He announced also that he had designated Commissioner T. A. M. Craven, former chief engineer, as a temporary member of the telegraph division, with the chairman serving as the third member.

To avoid interruption in the preparation of the report to Congress on the telephone investigation, the FCC adopted another order (No. 21), under which Commissioner Paul A. Walker, now chairman of the telephone division, who has been in active charge of the telephone investigation, is charged with the sole responsibility of completing its report for submission to the Commission. After the abolition of the divisions Mr. Walker will continue this work.

Release of Directors

Commenting on the release of the three division directors, Mr. McNinch said that before adopting Order No. 20 the Commission faced "squarely and honestly the fact that the abolishing of the positions would have the unavoidable consequence of abolishing the positions of director of the three divisions." This, he added, was a "genuine cause of regret to the Commisison, as the Commission spoke highly of the directors and they are regarded as uniformly loyal. faithful and capable of performing their present duties. However, under the language of the statute, there is unfortunately no provision for their continuance in their present capacity. If any or all of them are able to qualify under the statute and also meet the requirements of any position now open or hereafter available, the Commission would find pleasure in giving preferential consideration to them."

Mr. Patterson, a native of Alabama, was counsel several years ago to the Special Senate Committee headed by former Senator Hugo Black, now an Associate Justice of the U. S. Supreme Court, in its air

(*Continued on page 80*)

THE NEW ORDER—On the FCC began Oct. 1 when Frank R. McNinch took his oath of office as Chairman after relinquishing temporarily his chairmanship of the Federal Power Commission. Administering the oath, in the presence of members and officials of both the FCC and the Power Commission, is Miss Pansy E. Wiltshire, personnel assistant in the office of the FCC Secretary.

KOY-KGAR FORM NET

PHOENIX AND TUCSON STATIONS LINKED BY PHONE WIRE TO SERVE ARIZONA

PHOENIX, ARIZ., OCT. 15 *(Special to Broadcasting)*.—Radio stations KOY in Phoenix and KGAR in Tucson affiliated as the new Arizona network will make available for the first time to a majority of Arizona residents programs of state-wide interest, originating in either of Arizona's foremost cities.

A portion of KOY's contribution will be leading Columbia network programs as well as last minute news bulletins from the recently organized KOY Transradio News Bureau.

Broadcast Coast-to-Coast Stars

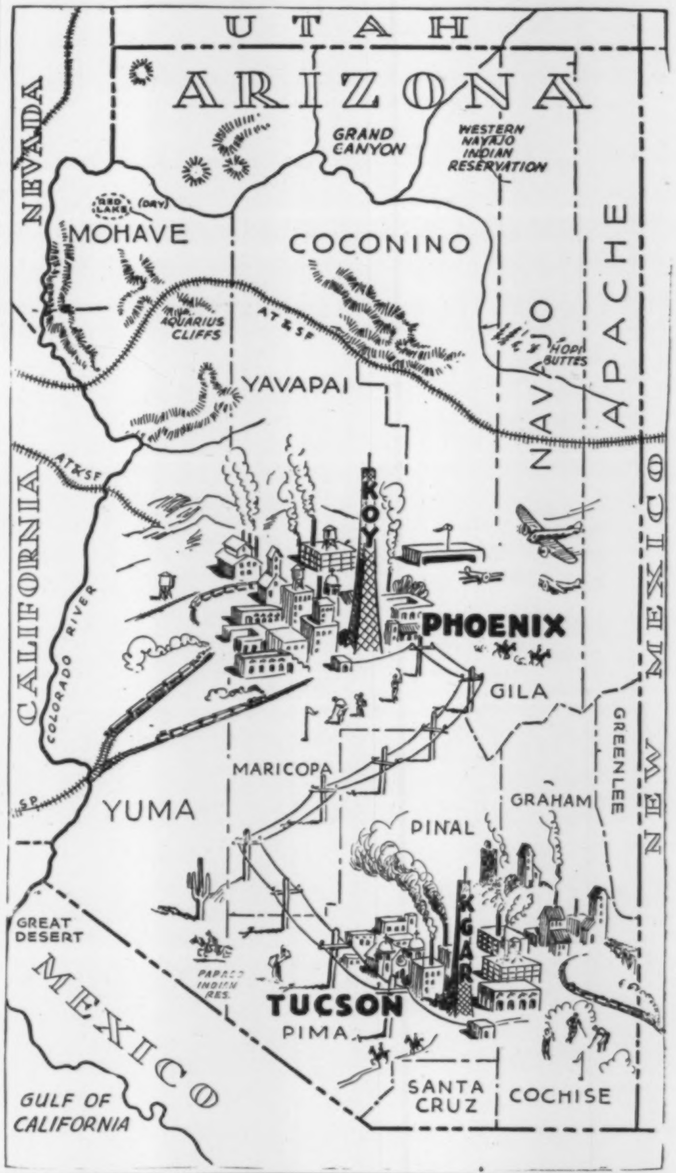
CBS programs formerly heard infrequently in certain portions of the state can now be heard almost whenever and wherever an Arizona resident turns on his radio. The coast-to-coast network wires will bring programs such as Major Bowes Amateur Hour; Kate Smith, the Songbird of the South; the Ford Sunday Evening Hour; Nino Martini; Lily Pons; Jack Oakie; Eddie Cantor, and other nationally known ether artists.

Ralph Waldo Emerson, staff organist of WLS in Chicago, KOY's sister station, has arrived in Phoenix with his family for the winter. During his stay he will be master of the newly installed Barton Organ at the Phoenix station and will be heard regularly over the new hookup.

Schedule Educational Features

Through the facilities of KGAR at Tucson, State University officials will make available to the network, programs of education and extra curricular activities. Such programs heretofore have been denied listeners in the northern part of the state. Comprehensive schedules have been worked out for the Glee Club, for athletic contests, for student activities and for the presentation of numerous faculty members. KOY and KGAR together will now make it possible for a single program to reach more than 70% of the state's residents.

RADIO JOINS MAJOR MARKETS


UTAH
ARIZONA
NEVADA
GRAND CANYON
WESTERN NAVAJO INDIAN RESERVATION
RED LAKE (DRY)
MOHAVE
COCONINO
AQUARIUS CLIFFS
AT&SF
HOPI BUTTES
YAVAPAI
NAVAJO
APACHE
NEW MEXICO
CALIFORNIA
AT&SF
COLORADO RIVER
KOY
PHOENIX
GILA
GREENLEE
MARICOPA
YUMA
GRAHAM
PINAL
SP
GREAT DESERT
MEXICO
PAPAGO INDIAN RES.
KGAR
TUCSON
PIMA
SANTA CRUZ
COCHISE
GULF OF CALIFORNIA

This map indicates how KOY at Phoenix is joined with KGAR at Tucson, thus making available to advertisers a population whose income last year was in excess of $279,000,000. The retail sales for the same period were more than $110,000,000. Arizona's fertility is partially indicated by an estimated wealth of $1,578,000,000. →

FOR INFORMATION ADDRESS:

KOY

PHOENIX

BURRIDGE D. BUTLER
Chairman
FRED A. PALMER
Manager

KGAR

TUCSON

FRANK Z. HOWE
President

JOHN BLAIR & CO.
New York
Chicago
San Francisco

Havana Conference to Involve Proposed Shifts in Allocations

Craven Expected to Head Delegation; Conferences Being Held; NAB to Offer Recommendations

EVEN THOUGH President Roosevelt has not yet named the American delegation, preparations for the Inter-American Radio Conference to convene in Havana Nov. 1, have been begun under the auspices of the FCC, to work out broadcast allocation plans for the American continents.

It is expected that FCC Commissioner T. A. M. Craven will be named chairman of the delegation. The second delegate, following custom, probably will be a diplomat designated by the State Department. Technical advisors will probably include Lieut. E. K. Jett, acting FCC chief engineer, and A. D. Ring, assistant FCC chief engineer for broadcasting. A State Department representative will serve as secretary.

Preparations for the conference—considered the most important from the allocations standpoint since the advent of broadcasting—began Oct. 8 at the call of Commissioner Craven. Some 50 engineers, broadcasters and lawyers, representing government departments, networks and stations as well as the NAB, participated in the preliminary deliberations, which will be continued under subcommittees until the American delegation departs in late October.

Six Classifications

The basic proposals to be considered at the Havana sessions will coincide largely with the proposed allocation standards drafted by the FCC Engineering Department early this year under the direction of Comdr. Craven, then FCC chief engineer. These, in substance, were agreed to at the preliminary technical conference of the four North American nations held in Havana last March. Comdr. Craven headed the American delegation at that conference.

This plan, still awaiting consideration of the FCC Broadcast Division, broadly proposes six rather than three major classifications of stations, and seeks reduction of the number of clear channels from the present listed 40 to 25. Duplication on certain channels is prescribed, based on interference limits [see supplement Jan. 15, 1937 issue].

In considering a revision of assignments in the regular broadcast band from 540 to 1600 kc., the Inter-American Conference will seek to reach a permanent arrangement, by treaty or otherwise, for use of facilities by the four major nations of this continent. The United States and Canada since 1927 have been operating under a "gentleman's agreement" whereby they use the broadcast spectrum in a manner designed to cause minimum mutual interference. Mexico and Cuba, however, are not parties to this agreement, and the purpose is to provide regularly assigned facilities to these nations, with adherence to definite engineering standards to safeguard against interference.

In explaining to the preparatory group the scope and purposes of the forthcoming conference, expected to last a month, Commissioner Craven said that it would encompass not only the regular broadcast band, but also would seek to embrace an agreement on use of frequencies between 1600 and 4000 kc. An interchange of views on allocations to services throughout the spectrum, he said, might also be encompassed in the discussions, particularly in the light of the forthcoming International Telecommunications Conference to be held in Cairo, Egypt, beginning next February.

Aside from the standard broadcast band, consideration of the ultra-high frequencies and of the short-wave band for broadcasting purposes likely will become part of the discussions.

The hope at Havana is to procure an agreement among nations of this continent on broadcasting, among all Pan American nations on use of the band 1600 to 4,000 kc., and an understanding among the nations in the Americas on the course to be followed at Cairo.

The American delegation probably will be divided into two groups, one on engineering phases and the other administrative. The subcommittee on broadcast allocations will be headed by Assistant Chief Engineer Ring. The Havana conference itself is expected to separate broadcasting considerations as between the continents—that is, the North American region and the South American region—since the problem of division of facilities as between continents does not affect the standard band. Consequently, it is possible there may be two agreements, one covering North America and the other South America.

Treaty or Agreement?

Whether there will be a treaty or a "gentleman's agreement" as an outgrowth of the sessions depends upon the conclusions reached by the respective governments, it is indicated.

The Oct. 8 meeting was adjourned following a forenoon discussion, to meet at the call of the chair. This was done to allow the NAB Engineering Committee to advance suggestions as to possible changes in the proposed resolutions covering allocations. Such a request was made by NAB Managing Director James W. Baldwin, who said his engineering committee would meet during the NAB special convention in New York Oct. 12, and probably will be prepared to submit its recommendations during the following week to Mr. Ring's subcommittee.

Commissioner Craven pointed out that the American delegation would welcome the cooperation of the various industry groups in the preliminary stages but that the final proposals would be developed by the delegation.

It is expected the Havana sessions will be open to industry representatives and to others aside from the actual delegations, but they will be required to function through their delegations. Similarly, it is anticipated that company representatives will be allowed at all committee and subcommittee meetings, on the theory that their cooperation will be helpful.

Establishment of an Inter-American CCIR, or consulting committee similar to that functioning in Europe which meets biennially, also may be considered at the conference. Commissioner Craven observed that difficulties in enforcement of engineering standards might thus be minimized.

In addition to broadcast matters covering the standard and high frequency bands, the Havana sessions likely will deal with amateur, international, government and aviation frequencies.

Caldwell Goes to Cuba As Clear Channel Envoy

Mr. Caldwell

DESIGNATING Louis G. Caldwell, Washington attorney, as its official representative at the Inter-American Radio Conference in Havana next month, the Clear Channel Group, representing 13 stations, held a meeting in New York Oct. 10 for discussion of the agenda of the forthcoming conference. Certain modifications in the proposals of the American delegation to the conference were advanced and will be presented to the preparatory committee now meeting under the chairmanship of FCC Commissioner T. A. M. Craven.

The group met at the call of Edwin W. Craig, WSM, Nashville, chairman, and heard reports from Mr. Caldwell as counsel and from members of the engineering committee. In addition to Messrs. Caldwell and Craig, those attending the session included Philip G. Loucks, former NAB managing director, counsel for several of the stations; Carl J. Meyers, WGN; R. J. Rockwell and G. F. Lydorf, WLW; Glenn Snyder, WLS; Martin Campbell, WFAA; Harold V. Hough, WBAP; Hugh A. L. Halff and Beeman Fisher, WOAI; Joseph O. Maland and Paul Loyet, WHO; Lambdin Kay, WSB; Lee Coulson, WHAS; Vincent F. Callahan and J. D. Bloom Jr., WWL; Jack DeWitt, WSM. Other stations in the group are KFI and WHAM.

Billings to Chicago

FORD BILLINGS, regional director of Hearst Radio Inc. on the Pacific Coast, with headquarters in Los Angeles and with supervision over KEHE, Los Angeles, and KYA, San Francisco, will shortly be transferred to Chicago to take charge of sales there for the Hearst Radio organization. His post may not be filled since both stations have managers, and the definite date of his departure for Chicago has not yet been fixed. Elliott Roosevelt, Southwest regional director of Hearst Radio, was in Los Angeles and San Francisco in mid-October on routine work.

Iowa Net on WLW Line

TRANSAMERICAN Broadcasting & Television Corp., New York, on Oct. 14 completed negotiations and signed contracts with Luther L. Hill, vice-president and treasurer of the Iowa Network, for the net to carry programs of the WLW Line. The Iowa net is composed of KRNT, Des Moines; KSO, Des Moines; and WMT, Cedar Rapids-Waterloo.

Duplicate Outlets Of Networks Seen In WHN-NBC Plan

KIRO and WRDW Join CBS; KOAM Affiliates With NBC

A POSSIBLE departure in network broadcasting—the use of multiple outlets in the same city for simultaneous broadcasts of chain programs—was indicated with the disclosure Oct. 14 of an informal arrangement whereby commercial programs on either of the two NBC networks may be duplicated on WHN, New York independent operated by Loews Inc.

The NBC-WHN arrangement becomes effective Oct. 19 when the *Packard Hour* is broadcast on WHN and WEAF simultaneously. According to Herbert L. Pettey, associate director of WHN, "this is not a direct affiliation but merely a connecting service being made available to prospective advertisers.

While not unprecedented—WOR and WHN now broadcast Borden's *Broadway Melody* programs simultaneously—it is believed the first application to regular network sponsored series of what is frequently done for special feature broadcasts — the use of non-affiliated stations for diplicate simultaneous coverage in a single city. The arrangement is said to result from General Foods' purchase of the Maxwell House series over NBC-Red produced in Hollywood by Metro-Goldwyn-Mayer, which has the same ownership as WHN. This program will be broadcast simultaneously over WHN and WEAF from its inception Nov. 4.

New CBS-NBC Affiliates

CBS, during the last fortnight announced two new affiliations, NBC one and Mutual one during the last fortnight. KIRO, Seattle, joined CBS on Oct. 11, replacing KOL, which joined the Mutual-Don-Lee network the day before. This shift had originally been slated for the end of the year. There was conversation of possible legal repercussions in connection with the switchover.

WRDW, Augusta, Ga., joins CBS Oct. 31, and KOAM, Pittsburg, Kan., became NBC's 139th outlet on Oct. 11, the latter joining the Southwestern Group available to both the Red and Blue networks. The Georgia station is owned and operated by the Augusta Broadcasting Co. J. E. Reynolds is manager and M. A. Metzger is executive head. The station is owned by Arthur Lucas, William K. Jenkins and Frank J. Miller, Georgia theatre operators. It operates full-time on 1500 kc., with 250 watts daytime and 100 watts night.

KOAM operates on a frequency of 790 kc., with power of 1,000 watts limited time. It is owned by the Pittsburgh Broadcasting Corp. and is managed by Ed Cuniff.

KIRO operates on 650 kc., with 1,000 watts. Licensed to the Queen City Broadcasting Co., of which Saul Haas is the directing head, the station has been operated independently during the last three years. Its general manager is H. J. (Tubby) Quilliam, former sales director of KOMO-KJR, Seattle.

The new Mutual affiliate—KOL—operates on 1270 kc., with 1,000 watts night and 5,000 watts day. The owners are Louis Wasmer and Archie Taft, the latter serving also as manager.

XUM

FB

STATION WOR

IS PLEASED TO ANNOUNCE

THE APPOINTMENT OF

FRANK BRAUCHER

AS VICE PRESIDENT

IN CHARGE OF SALES

AFTER OCTOBER EIGHTEENTH

AT 1440 BROADWAY

XUM

Big Drive Planned By Maxwell House

LOUIS K. SIDNEY, managing director of WHN, New York, and an executive of Loew's Inc., with Ben Thau, production executive of MGM, is in Hollywood to speed up production and confer with Bill Bacher on the forthcoming *MGM-Maxwell House* series scheduled to start Nov. 4 on the NBC-Red network from Hollywood. Sidney is handling all the business transactions of the series. Bacher is in complete charge of production.

An extensive exploitation campaign, said to be the heaviest ever given a radio series, is under way with MGM, General Foods Corp., and Benton & Bowles Inc., agency for the sponsor, combining forces. Tie-ins are being made with theaters throughout the country and publicity material is being prepared for wholesale distribution. Every store in the country handling General Foods products will be bannered and a heavy newspaper and magazine schedule is also planned.

No name has been selected as yet for the series, and to stimulate greater interest the sponsor may conduct a contest to get one. Formula for the series will undergo weekly changes and emphasis will be placed on new talent, it was said. The show will be of the variety type, with motion picture previews, interviews and studio news comment forming part of the one-hour program. Meredith Willson, NBC western division musical director, is to conduct the music.

Mantle Lamp Expands

MANTLE LAMP Co., Chicago (Aladdin Lamps), in addition to starting weekly quarter-hour program *The Friendly Philosopher*, on the WLW Line (WLW-WIND) starting Oct. 15, has started shows, consisting of quarter-hour and half-hour live programs in most instances, on 27 stations. In addition dealer's cooperative programs, some of which have already gotten under way, are planned on being used on 80 other stations. Presba, Fellers & Presba Inc., Chicago, is agency. Following are the stations: WLS WSB KFYR KMMJ WBT WFAA KOA WHO WDAY KTHS KMBC KFAB WCCO WWL WSM WKY KDKA WCSH WRVA KMA KMOX KWTO WGY KOAI WIBW KVOO WNAX.

Colgate Plans Show

COLGATE - PALMOLIVE - PEET Co., Jersey City, will start a quarter-hour dramatic show broadcast five times weekly over CBS starting Nov. 1. Bess Johnson has resigned from the radio department of Lord & Thomas, Chicago, to take the lead in the new show. Benton & Bowles, New York, is the agency. Miss Johnson, for years was *Lady Esther* on the Wayne King programs and resigned as radio director of Stack-Goble Adv. Agency, Chicago, to go to Lord & Thomas when the account moved to the latter agency.

Hulman Disc Plans

HULMAN & Co., Terre Haute, Ind. (Clabber Girl baking powder), plans to start a series of 13 quarter-hour WBS transcriptions on a number of stations. Arbee Agency Inc., Terre Haute, Ind., handles the account.

THE JUSTICE TURNS TO RADIO

New Supreme Court Member Given Facilities After Week of Maneuvering by Networks

Mr. Berkeley

THE ADDRESS of Associate Justice Hugo L. Black over the three major networks Oct. 1 culminated a week or more of maneuvering by the chains in frantic efforts to "outscoop" one another. Carried over the combined NBC-Red, NBC-Blue, CBS and MBS networks, the 15-minute speech was accorded a hookup comparable with those used for President Roosevelt's now famous "fireside chats".

The battle of the networks to align Justice Black for his first public statement following the Ku Klux Klan membership revelations found NBC first to break the news of his decision to use the air. Kenneth H. Berkeley, modest and soft-spoken general manager of NBC's Washington outlets, WRC and WMAL, proved the star performer in the negotiations.

While Justice Black was still on the high seas en route to Norfolk, NBC began bombarding him with radiograms offering its facilities for any statement he might care to make. The day before he landed, Mr. Black radioed Mr. Berkeley that he would "avail himself of NBC's facilities if and when I desire".

When Justice Black upon his arrival hinted at a possible radio speech, Mr. Berkeley broke page 1 in practically every newspaper with the release of his radiogram from the Justice. Then followed the details on available times and finally the arrangements for the address from the home of one of Justice Black's friends—all of which also made front page news. While other networks carried the address, NBC got the initial news breaks and Mr. Berkeley found himself the principal news source on the arrangements.

CBS, however, got its "firsts" too, by announcing the originating point of the speech. It also duplicated copies of the speech for the press, using a battery of typists and 30 messenger boys for the delivery.

XERB EQUIPMENT REPORTED STOLEN

RADIO equipment valued at $50,000 by promoters of XERB, Rosarita Beach, Lower California, Mexico, and attached by the U. S. Federal Court, Los Angeles, has disappeared from a Long Beach, Cal., warehouse. A Federal investigation is under way. Equipment was attached by J. A. Murphy, Los Angeles broker and political figure, who sued the International Broadcasting System Inc. of California and others for $450,000 damages alleging that they "froze him out" of the proposed enterprise [BROADCASTING, Sept. 15].

Murphy, appearing in the Los Angeles Superior Court Oct. 11, contended the missing equipment was spirited out of the United States into Mexico to be used in completing erection of the 100,000-watt station scheduled to start operation Oct. 24 on 730 kc.

Best Foods on 200

BEST FOODS Inc., New York (Nucoa), will place one-minute transcriptions on about 200 stations, to start broadcasting about Nov. 1. Announcements, in series of 26 and 39 discs now being made by Jean Paul King, will be broadcast one a day. Agency is Benton & Bowles Inc., New York.

Property Right in Recording Is Found By Appellate Court in Waring Appeal

RULING that performing artists have a property right in their recorded performances of musical compositions, the Pennsylvania Supreme Court Oct. 8 sustained the lower court in the appeal of WDAS, Philadelphia, from the decision in favor of Fred Waring, orchestra leader, in litigation during the past two years. The case was a test brought by the National Association of Performing Artists, which seeks to prevent stations from performing phonograph records without permission of the artists. A project to license stations to perform records on a royalty basis is also being fostered.

Whether the decision will be appealed to the Supreme Court of the United States has not yet been decided. The NAB participated with WDAS in the appeal of the Waring decision to the State Supreme Court because of its importance to the industry.

Property Rights

In the majority opinion rendered by Judge Stern, the appellate court said that though it may be said the ordinary musician does nothing more than render articulate the silent composition, great actors and vocal and instrumental artists by their interpretations "add something to the composition which is a right of property and which in no way overlaps or duplicates the property right of the author of the composition." All that need be decided in the Waring case, the court said, "is that such a property right inheres in the case of those artists who elevate interpretations to the realm of independent works of art." It held that the testimony showed that Waring's band measured up to this standard.

The Waring case embraced peculiar facts in that the orchestra leader had not signed the usual form of contract conveying all rights to the phonograph record company. There are six other suits pending in other states where such contracts are involved and decisions may be rendered this winter, notably in the case of Frank Crumit in New York. The Federal Court in Boston already has decided that under the standard form of Victor contract, Ray Noble, band leader, had no rights left to assert against a hotel using the records.

In overruling the WDAS contention that Waring individually had no rights but that the musicians or the incorporated orchestra owned these rights the Court ruled that the orchestra's performance is a composite work, Waring and the musicians contributing thereto, no one individual being able to claim an individual property right in the composite production and that although Waring individually would ordinarily have no right of action, the orchestra being incorporated, the Court would disregard the fact that the corporation should have been the plaintiff instead of Waring and consider Waring, as the owner of all but two of the shares of the corporate stock, to be in reality the real party in interest. The Court further held that it was no defense to the station that Waring may have assigned his rights to the National Assn. of Performing Artists.

The Court discussed the argument of the station that the property rights of the plaintiff had been lost upon the general public sale of the records and that such rights could not be reserved and said that such cases as supported that principle were comparatively early decisions and involved situations where the restrictions were against public policy as in restraint of trade or situations where the rights could have been protected by copyrighting the work.

It held that no such public policy against the restriction on the use of the records existed in this case and that the rights could not be protected by copyright registration of the records as the statute does not permit the copyrighting of records. It said that restrictions have, notably in England, been held to follow an article after it is sold and, in this country in the trading stamp and ticket scalper cases. The Court said the notice on the record was not an unreasonable restriction and was sufficient notice to purchasers of the existence and extent of the restriction imposed upon them by the understanding between the Victor Co. and Waring.

Unfair Competition

The Court found an additional ground for the injunction forbidding the use of Waring records, namely that of unfair competition. The station and the Waring band were in competition as both were furnishing entertainment to the public over the radio and both were receiving revenue from advertisers, said the Court, and furthermore it probably must become increasingly difficult for the band to obtain $13,500 a broadcast if innumerable reiterations of it are permitted for 75 cents, and the constant broadcasting of records must diminish the commercial value of the band's performances. The records being old ones, said the Court, the public would be liable to judge the ability of the band by work rendered before it had attained its present degree of excellence.

Judge Maxey wrote a separate opinion concurring in the result but on the sole ground that Waring's right of privacy had been invaded by the broadcasting of the records. He expressed the belief that the standard of excellence of the artist's work should have no bearing on the case but that any artist who restricted his work should be permitted to enjoin the broadcasting of his performance.

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HOLD 'EM YALE!

That familiar battle cry of old Eli again thunders over the big bowl!

This week it's ARMY . . . . . next week, the irrepressible CORNELL.

Thousands of wild-eyed football fans will thrill to these gridiron classics. Countless thousands more will be at their loud speakers when the whistle blows. For this is top radio fare that SOCONY is bringing to New York fans exclusively over WMCA!

**NEW YORK'S
OWN STATION**

WMCA

XUM

Tea for Two Million or More Consumers

By CARLTON E. MORSE

Author and Producer of "One Man's Family"

Tender Leaf Enjoys Steady Sales Increase as Intimate Narrative of Family Life Grips a Large Following

WHEN *One Man's Family* first hit the NBC airlines five years ago, those who held the destiny of the show in the palms of their hands were a bit dubious as to the success of the venture. True, radio had demonstrated its adaptability to practically every type of program, but *One Man's Family* was something new, something different.

This was a show designed to appeal to the masses, without any of the usual fanfare and buildup. It was a brand new venture . . . an attempt to harness mob psychology and through it, to carry out the idea that this was the program to dial . . . because "it could happen in your family".

After a period of sustaining time, *One Man's Family* came under the sponsorship of Wesson Oil. It was the first attempt at sponsorship, the first time that *One Man's Family* was asking the radio audience to listen to a commercial. Adjustment was necessary, and that adjustment was made as rapidly as possible. But, was Wesson Oil the product to be plugged on the show? You might say that a radio show can be fitted to any sponsorship, but not *One Man's Family.* Peculiar in its makeup, the show needed something behind it that fitted harmoniously with the type of thing being aired. It needed a succesful product that would lend itself to the production as though it were a part of the show.

Wesson Oil relinquished sponsorship and the program went sustaining again.

Allergic to Cigarettes

You undoubtedly remember when Kentucky Winner cigarettes became popular, they flooded the market and the company decided to go on the air. *One Man's Family* was chosen as the show to plug the cigarettes, and the family was once again under the wing of a sponsor. Experience is a dear teacher, and the sponsorship taught us a lesson not soon to be forgotten.

Kentucky Winner just didn't fit with *One Man's Family.* It was incongruous and we soon found out that the product did not fit the show, that it would do more harm than good . . . people just couldn't adjust themselves to *One Man's Family* and cigarettes. Fan mail began to question the advisability of connecting the product and the show. It was inevitable that we must drop out of the Kentucky Winner sponsorship and become sustaining once again.

The third and last sponsor to take over *One Man's Family* was Standard Brands. At last, after two previous attempts at commercializing the production, we had gained valuable experience that only trial by fire could have taught us. Standard Brands had a chance to take over a show that was tried and true, that had finally adjusted itself and had ironed out all the sponsorship "bugs". *One Man's Family* went on the air for Tender Leaf Tea. The question now, as it had been before, was: Would this type of program help to sell Tender Leaf Tea? We knew that the product would fit the show, but would the show increase the sale of the tea? What would there be about this program that would make listeners buy and buy and buy?

MR. MORSE

If Tender Leaf Tea had introduced their product in a bold and frank manner, the result would probably have been disastrous. The theme of the program would have to carry through until the last note of the theme song faded from the air . . . the commercial would have to be cleverly done, and likewise as cleverly and inconspicuously inserted. The main job was to induce the prospective purchaser to buy a package of Tender Leaf Tea, after that the product would sell itself. But could this, in the midst of programs carrying long commercials, contests and inducements, carry enough weight to put Tender Leaf Tea over, or would it be just another radio flop?

The duty of the program, as Standard Brands and I analyzed it, would be to create such an interest that listeners would wait for it, would prepare to dial the stations carrying *One Man's Family* on Sundays and Wednesdays. Once this audience was established, it would then be necessary to make the commercials so tantalizing that the greater majority, if not all of the listening audience, would want to try Tender Leaf Tea . . . after that it was up to the product to sell itself so well that there would be a repeat sale, and finally a steady customer.

Strictly Human Interest

To create that vast listening audience, it was necessary to appeal to the audience in a "mob psychology" fashion. That is to say that the program should incorporate a large cast, a cast of people who are not tempermental artists, just human beings. Secondly the program, as already established, should contain no instances that would sound or could be interpreted as being out of the ordinary, that could be anything but human interest. The show should blend, should tug at the heartstrings of every mother and father in the country. In brief, *One Man's Family* would sell Tender Leaf Tea because it would be subdued and respectable, and would commend the undivided interest of every one who listened.

I had already had my fling at writing and producing mystery thrillers, so *One Man's Family* was merely an outlet for the more conservative side that rebelled at preposterous situations, thrilling through screaming climaxes and tense suspense.

Thus *One Man's Family* went on the air for Standard Brands and their product, Tender Leaf Tea. With an audience already established through previous airings, it was now necessary to keep that audience and to build towards new listeners. The show kept its same cast, carried on without hesitation, and through sheer "being itself", wormed its way into the hearts of thousands of fans.

The program went on the air on Sunday night at 8:30 p. m. (PST). This of course was too late for eastern listeners, but it took in the Pacific Coast, leaving the eastern coverage for the Wednesday program. Why repeat on a different day? Because we felt that the Sunday show would give us a chance to iron out any "bugs", and the repeat show on Wednesday at 4 in the afternoon would also take in the Coast. It would give, for the first time in radio, a completely polished performance.

The show went on. John Christ, the J. Walter Thompson Co. producer, and I watched with baited breath the results of the first program.

The show that had already had its first trial by fire in previous sponsored and sustained programs, clicked! The audience was there, the response was great.

Essentially, the commercials must be basically in tune with the program. Have you ever heard a program that gives you a dramatic climax, only to break in a few seconds later with the announcer plugging to get box tops for a bicycle or a pair of skates? It was decided that this must be avoided, but what to do about it?

If you have heard the *One Man's Family* program, you know the answer to the problem. The show ends, there is a fade in of the organ, a short announcement, then a family scene again. Woven into this little drama within a drama, are the commercials. One week it may be that Jack is making a rhyme of Tender Leaf Tea, the next perhaps Clifford has made a verse incorporating the product . . . a verse which all the family takes delight in repeating. On the other hand, there may be a tea, given by Mrs. Barbour on the patio, and here a testimonial is innocently woven into the script.

Did the commercials work?

One of the Family

Results, polled from dealers all over the country, show that these commercials are creating interest. Listeners are not being pushed into buying Tender Leaf Tea, they are being *cajoled, coaxed* and *interested* into purchasing the product. How is this being done?

First of all, the program is so designed that a listener feels he or she knows personally each member of the Barbour family. To the listener they are not just another radio cast, they are neighbors, just as the Smiths, the Burkes and the Johnsons are. If *One Man's Family* likes Tender Leaf Tea, then Mrs. Smith, the listener who feels that *One Man's Family* are neighbors, feels that she must try it too. It is much the same as Mrs. Smith running across the street to borrow a cup of sugar from Mrs. Jones.

How long will the program last? Should the time and the network be changed?

To answer these questions, let me ask a couple. How long will Mrs. Smith go on borrowing from Mrs. Jones? Will they forget one another if by chance one of the families moves?

The answer in both cases is that it will go on indefinitely. The second answer in both cases is that a change might very easily make both parties drift apart.

No, *One Man's Family* has definitely set a time and day for the broadcast. The neighbors who listen are expecting the show, they dial their radios at a set time. No

(*Continued on page 65*)

GOOD listening and good selling can walk arm in arm, if they are at all compatible. Frequently, however, both would be much better off if they used separate sides of the street. That's what *One Man's Family* learned in its earlier experiments in sponsorship. Profiting by experience, a sponsor finally was lined up who had a product that *One Man's Family* could sell without annoying any of its large following. Nicely enough, Tender Leaf Tea is a product that *One Man's Family* is selling in quantities, to the delight of the program's following and its sponsor.

5,000 WATTS

1,480 KILOCYCLES

COVERING THE CALUMET
REGION AND CHICAGO

WHIP

OFFERING....

... A 5000 watt Western Electric transmitter featuring High Fidelity throughout.

... Latest studio equipment, including RCA high fidelity speech input, latest RCA and Western Electric microphones.

... 9,800,000 potential listeners to your advertising message within the primary coverage area.

... Blanket coverage of the Calumet Region and Chicago, the greatest mass market of Inland America.

WHIP YOUR SALES PROBLEMS WITH **WHIP**

The Radio Industry's

Don't be "stumped" by the thousand-and-one questions that arise in day-to-day affairs of broadcasting. Get that YEARBOOK Number habit. It's indexed and cross-indexed for ready reference. And it's ALL there, concise, factual and accurate. Every line of type is checked and double-checked. It's the broadcasting answer edition.

TIME BUYER:

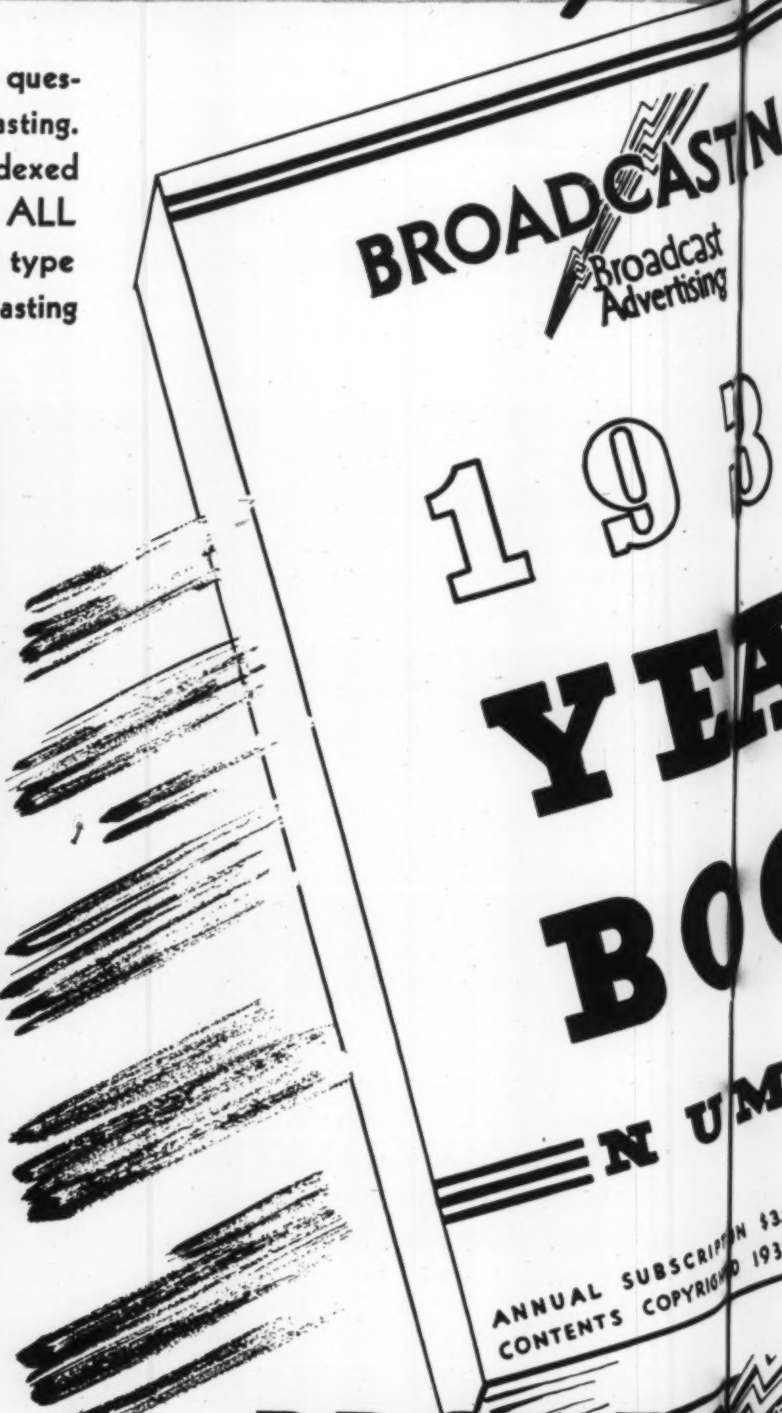
SPACE BUYER

"I need vital statistics on all stations in the areas our clients wants to reach. Sure, it's in the YEARBOOK Number.

STATION MANAGER:

ADVERTISING MANAGER

"It's my encyclopedia. An easy-to-use composite directory of everything radio in the country.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NATIONAL PRESS BUILDING

Regular Issue rates apply

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SCRIPT N $3.00 INCLUDING YEAR BOOK NUMBER
OPYRIG 1938 BY BROADCASTING PUBLICATIONS, INC.

ANSWER EDITION

The YEARBOOK Number is a fixture in practically every office that means business in broadcasting. And it's there by DEMAND. Advertising agency, advertising manager, station executive, transcription producer, and equipment manufacturer alike find it an indispensable ally in their daily operations. Its pages are turned the year 'round. That's why it's the best buy in radio.

RADIO ADVERTISER:

"I wonder how our competitors used radio last year. Guess that calls for the 1938 YEARBOOK Number.

CHIEF ENGINEER:

"Who sells that type of tube that worked so well? And how about that replacement equipment. Let's see the YEARBOOK Number for the answers.

CASTING

Broadcast
Advertising

WASHINGTON, D.C.

ly ★ *Make your reservation today*

XUM

Coughlin's Return Deemed Unlikely

Detroit Prelate Is Reproved By Ecclesiastical Superior

REPROVED by his Archbishop for having stated in a press interview that President Roosevelt showed "personal stupidity" in appointing Justice Hugo L. Black to the Supreme Court, Father Charles E. Coughlin on Oct. 9 announced that he has withdrawn his plans to go on the air in a new series of 26 Sunday afternoon broadcasts scheduled to start Oct. 31.

An independent hookup of 36 stations, keyed from WJR, Detroit, and arranged through Aircasters Inc., Detroit agency headed by Stanley Boynton, had already been lined up for the return of the Detroit radio priest to the air. Father Coughlin himself had told the Detroit correspondent of BROADCASTING a few days earlier that he planned again to discuss social, political and economic subjects as applied to Christian doctrine and that he intended to renew his fight against exploitation of the poor, modern capitalism, Communism and "other isms".

Father Coughlin's attorney, Prewett Seemes, stated as the reason for his decision not to return to the air: "It was quite apparent that Father Coughlin would be permitted to talk only platitudes that mean nothing; that he could not say what he thinks but only what the Archbishop thinks."

Archbishop Disapproves

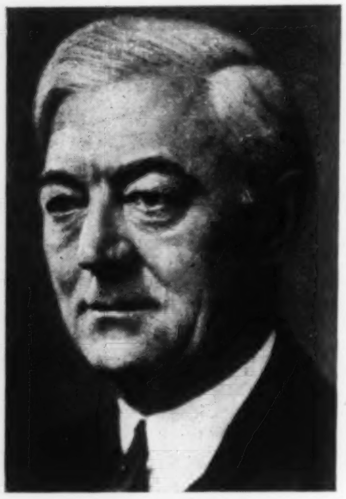
Father Coughlin was publicly called to task for his statement about President Roosevelt, it was disclosed, whereupon he framed a reply to Archbishop Edward Mooney, recently transferred to his diocese to succeed the late Bishop Michael J. Gallagher, who had frequently defended his broadcasts and public statements. This reply, it was stated, had been submitted to Archbishop Mooney for approval before being released to the press. The Archbishop failed to give the approval, leading Father Coughlin to decide it was futile to go on the air since he might not have the backing of his ecclesiastical superior for what he might say.

The lineup of stations that had been arranged for the renewed Coughlin series was as follows:

WJR, Detroit; WLW, Cincinnati; WIP, Philadelphia; WCBA, Allentown; WRAW, Reading; WEST, Easton; WGBI, Scranton; WBRE, Wilkes-Barre; WAZL, Hazleton; WGAL, Lancaster; WJJD, Chicago; WCAO, Baltimore; WOL, Washington; WHN, New York; WMCA, New York; WJAS, Pittsburgh; WAAB, Boston; WICC, Bridgeport; WSAR, Fall River, Mass.; WSPR, Springfield, Mass.; WLBZ, Bangor, Me.; WFEA, Manchester; WTHT, Hartford; WNBH, New Bedford; WBRY, Waterbury; WLLH, Lowell; WLNH, Laconia, N. H.; WRDO, Augusta, Me.; WNBX, Springfield, Vt.; WNLC, New London; WGR, Buffalo; KXBY, Kansas City; WEW, St. Louis; WHAM, Rochester; WOC, Davenport, and WHO, Des Moines.

This list included stations of the WLW Line, most of the Quaker State Network, and all of the Colonial Network.

HEADS WOR SALES



FRANK BRAUCHER

ONE of the top ranking executives in the advertising and publications field has been engaged by WOR, Newark, as vice-president in charge of sales. He is Frank Braucher (pronounced *Brower*), until recently vice-president and director of Crowell Publishing Co., publishing *Colliers*, *American*, *Woman's Home Companion* and *Country Home*. His appointment was announced Oct. 11 by Afred J. McCosker, president of WOR, who said he will assume his new duties Oct. 18.

Mr. Braucher will assume a newly-created post, but under him will come the duties previously performed by William Gellatly, who resigned recently to live in Bermuda. Mr. Gellatly had been named as successor to Walter Neff, who left WOR several years ago to become a partner in Neff-Rogow Inc., New York agency specializing in radio. Acting sales manager in recent months has been Eugene Thomas, Mr. Gellatly's assistant, who will become Mr. Braucher's assistant.

A native of Lincoln, Ill., Mr. Braucher left high school there to go into newspaper work. He was western manager of *Scribner's* before going to New York to join the advertising staff of *Woman's Home Companion*. He was promoted to eastern manager of all the Crowell publications and later became their advertising director. Mr. McCosker hailed Mr. Baucher's advent into radio by asserting it "marks a step forward for the entire radio broadcasting industry" because of his publication and marketing experience and his high standing in the advertising field.

Midwest Is Testing

MIDWEST RADIO Corp., Cincinnati, which sells on a factory-to-consumer basis, has started a test campaign in five cities where it has 16 branch factory showrooms. Test announcements are aired five times weekly on KDKA, Pittsburgh; WCFL, Chicago; WHK, Cleveland; WHN, New York, and WFIL, Philadelphia. Key Advertising Co., Cincinnati, has the account.

CONTROL of WBRC, Birmingham, passed to Eloise H. Smith, widow of Marcellus D. Smith Jr., who died recently, by action of the FCC Oct. 5.

Colin Named by CBS

RALPH F. COLIN, general counsel of CBS, was elected a director of the corporation at a meeting of the board of directors, held Oct. 6. S. R. Dean, comptroller, was elected an assistant treasurer. Mr. Colin has been CBS's legal advisor since 1927 when he represented the Louchheim and Levy interests in purchasing control of the company. Thereafter, when the Paley interests acquired control, Mr. Colin continued to represent the company. From the beginning he was one of the small group close to Mr. Paley who was consulted on policy matters. Mr. Colin, 36, is a member of the New York law firm of Rosenberg, Goldmark & Colin. He is also a director of other CBS affiliated companies, as well as of Jonas & Naumburg Corporation, Alfred A. Knopf Inc., and other corporations.

Mr. Colin

SCRUTINY OF SALES TIGHTENED BY FCC

INDICATING its intention of inquiring more closely into proposed transfers of ownership than in the past, the FCC Broadcast Division on Oct. 5 ordered a hearing before an examiner on the proposed sale of KRGV, Weslaco, Tex., to Gene Howe, chairman of the Plains Broadcasting Co., operating KGNC, Amarillo; O. L. Taylor, manager of KGNC, and T. E. Snowden, of Atchison, Kan. KGRV operates with 1,000 watts on 1260 kc., and it is understood the purchase price is between $50,000 and $60,000.

The station would be sold by a group of stockholders in KGRV Inc., of which M. S. Niles, general manager, is listed as owning 131 out of 326 outstanding shares. Messrs. Howe, Taylor and Snowden would each own one-third of KRGV if the transfer were approved. Mr. Howe is head of the Amarillo Globe-News Publishing Co., publisher of the *Amarillo Globe* and *News*, and he is also an officer in the *Lubbock Avalanche* and *Journal*, *Dalhart Texan*, *Midland Reporter-Telegram*, *Shamrock Texan* and *Childress Index*, all Texas dailies, and the *Atchison* (Kan.) *Globe* and *Falls City* (Neb.) *Journal*. The Lubbock newspapers own KFYO in that community.

Orphan Annie Discs

OVALTINE Co., Chicago (Ovaltine) started quarter-hour *Little Orphan Annie* transcriptions on 20 stations Sept. 27 in addition to the regular NBC-Red show on 25 stations. Another station, WOR, will begin the transcriptions Nov. 1. The discs are spotted over the following stations: WHEC, WHP, WCHS, WHO, KSTP, WDAF, WWL, KLZ, KDYL, KPRC, WOAI, WFAA, KFRC, KNX, KALE, KIRO, WCOL, WCKY, KHQ, WIRE. The network program, although on NBC outside of Chicago, originates at WGN. World Broadcasting System, Chicago, cut the transcriptions. Blackett-Sample-Hummert Inc., Chicago, is agency.

Consolidated Drug Buys Time in Many Markets; Will Soon Enlarge List

CONSOLIDATED Drug Trade Products Inc., Chicago, large spot advertiser, has placed programs in various parts of the country and plans to add other outlets. The sponsor will start daily hour programs on WNAX, Yankton, Oct. 25 with a half-hour in the morning and a half-hour in the afternoon. Two full hours a day, seven days a week, started on CKLW, Oct. 11.

Time on KCKN, Kansas City, was increased Oct. 5 from a half-hour to a full hour five times weekly. KXBY, Kansas City, on Oct. 11 started a half-hour show Monday through Friday with a full hour on Saturday. On Oct 18, a half-hour show daily except Saturday and Sunday, will start on WHO, Des Moines. On Oct. 2, *Sunset Corners Frolic* was started on WHO, Saturdays only. Numerous programs throughout the country are being continued including those of *Zeke Manners & His Gang* a full hour daily except Sunday on WMCA, New York, and the *Briarhoppers* over WBT, Charlotte.

In Chicago alone, Drug Trade has started programs on four stations. *Lone Trail Opera*, a full-hour show, daily except Saturday and Sunday, began Oct. 11 on WGN. *Pappy Chesire's Barnyard Frolics* started 11 hours weekly on WBBM, Chicago, following the end of the World Series broadcasts. On WLS the *Morning Roundup* is aired daily except Sunday. On WJJD, several programs are sponsored. Benson & Dall Inc., Chicago, is the agency.

Payroll Sliced by NBC In Retrenchment Drive

RIGID retrenchment for the fourth-quarter operations of NBC was ordered early this month by Lenox R. Lohr, president, with the result that 46 employes were released in New York, scattering others in other division headquarters and at owned and managed stations and economies put into effect in various departments. NBC's New York payroll was reduced to 1,222. As of Jan. 1 last the total NBC payroll throughout the country was 2,027 exclusive of artists.

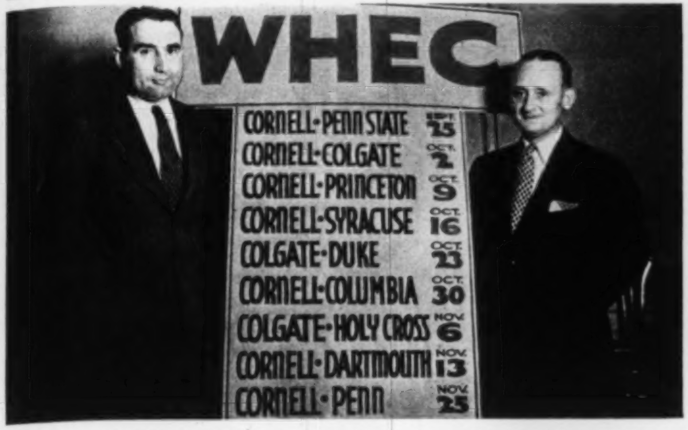
Reasons given for the retrenchment are current heavy outlays for new studios and equipment, cost of adding new stations to the network, the imminent increase in union musician costs, the 40-hour week for announcers and engineers which may shortly include a five-hour week for all employes, and the large sustaining cost represented in the Toscanini series.

"Ike" Lambert Buys KRQA

TRANSFER of KRQA, Sante Fe 100-watter on 1310 kc., to I. E. Lambert, former vice-president and general counsel of RCA-Victor Co., is proposed in an application filed with the FCC Oct. 6 by J. Laurence Martin, owner and licensee. Terms were not divulged and the transfer is subject to FCC approval.

CALL letters of WMFN, Grenada, Miss., local recently acquired by P. K. Ewing, commercial manager of WDSU, New Orleans, have been changed by the FCC to WGRM.

A Word From The Wise--


WHEC
CORNELL-PENN STATE SEPT 25
CORNELL-COLGATE OCT. 2
CORNELL-PRINCETON OCT. 9
CORNELL-SYRACUSE OCT. 16
COLGATE-DUKE OCT. 23
CORNELL-COLUMBIA OCT. 30
COLGATE-HOLY CROSS NOV. 6
CORNELL-DARTMOUTH NOV. 13
CORNELL-PENN NOV. 25

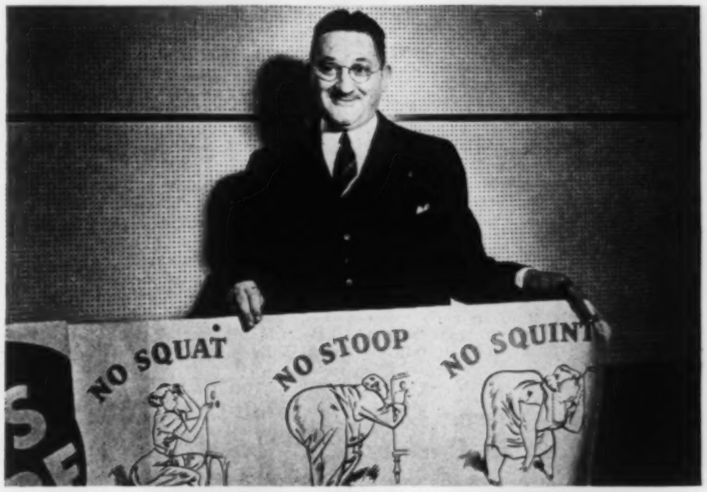
"WHITE FLASH" CARRIES THE BALL!—The Atlantic Refining Co., a 4-year-old customer of WHEC, is sponsoring broadcasts of nine major football games this Fall. The college teams, listed in chart above, may win, lose or draw, but Atlantic White Flash gasoline is bound to come out on top every time, thanks to goodwill built up by these broadcasts. This opinion is shared by W. S. Shockley (left) and Glenn Ostrander, Rochester and N. Y. State managers respectively for Atlantic Refining.

"STRICTLY PERSONAL" IS STRICTLY PRODUCTIVE when term applies to the sales-boosting program of Gray's Shoe Store over WHEC. A WHEC client for more than a year, Gray's builds its "Strictly Personal" program around tall stories and embarrassing moments mailed in by listeners.—Nothing embarrassing about the large stack of mail response that Robert A. Myers, manager of Gray's, is shown receiving from the hands of Miss Ellen Horton of WHEC!

1937 SEPTEMBER 1937
SUN MON TUE WED THU FRI SAT
1 2 3 4
5 6 7 8 9 10 11
12 13 14 15 16 17 18
SEPTEMBER

A LONG, LONG TRAIL—back to the balmy days of 1928 marks the Rochester Jobbing House's consistent use of WHEC. For nine years, while stocks have soared and sagged, depression flared and faded, the Roch. Jobbing House has carried on as a steady client. Its present program, "Radio Short Story" actually belies, in title, the *long* radio story of this WHEC client. Samuel Levin of Roch. Jobbing House and Ralph Barber of WHEC gleefully discuss the "nine long years".

EVERYBODY KNOWS AL SIGL—and "Al" knows everybody! This mutual acquaintanceship is due in large part to "Al's" 12-time-a-week news broadcasts over WHEC for the past 4 years. One of his many unique claims to fame is the organization of a legion of volunteer blood donors. Frequently a one-time "patient" drops into the editorial rooms of the Rochester *Times-Union* to see and hear "Al's" broadcast and to thank him and Station WHEC for the good he is doing.


NO SQUAT
NO STOOP
NO SQUINT

NO SQUAT, NO STOOP, NO SQUINT—NO LACK of Philco programs reaching the ears of Rochesterians over WHEC. In addition to Boake Carter's news commentaries, Philco has just added a new program to the WHEC schedule, "Phyl Coe Radio Mysteries". There may be plenty of mystery in the new program, but there's no mystery about the success of the job that WHEC is helping to do for Philco in the Rochester territory.—At any rate, Frank Beaucaire, Rochester's Philco distributor, seems mighty happy about it all!

Rochester Prefers~

WHEC

ROCHESTER, N. Y. **BASIC CBS**

Representatives: Paul H. Raymer Co.; New York, Chicago, Detroit, San Francisco

FCC Amends Rule On Station Breaks

RELAXATION of the station-break call letter announcement rule (Rule 175), so as not to cut into broadcasts too arbitrarily, was announced Oct. 12 by T. J. Slowie, FCC secretary. The change is in the form of an interpretation of the second sentence which reads: "In no event shall more than 30 minutes elapse between such announcements, and insofar as practicable these announcements shall be made on the hour and half-hour."

"Call letters of the stations," the Commission's new ruling states, "need not be announced within *exactly* 30 minutes or less of the previous announcement but shall be made as near thereto as practicable. During variety show programs, baseball game broadcasts, etc., of an hour or more in duration, the call letter announcements shall be made on the hour and half-hour within a five-minute period thereof. That is, the half-hour announcement shall be made between 25 and 35 minutes after the hour, and likewise the hour announcement shall be within 5 minutes of the hour."

Rule 175 now reads as follows:

> Each licensee of a broadcast station shall announce the call letters and location as frequently as practicable during the hours of operation, and in any event before or after each program being broadcast. In no event shall more than 30 minutes elapse between such announcements, and in so far as practicable these announcements shall be made on the hour and half hour. These requirements are waived when such announcements would interrupt a single consecutive speech, play, symphony concert or operatic production of longer duration than 30 minutes; and in such cases the announcement of the call letters and location shall be made as soon as possible.

William L. Shirer Gets CBS Position in Europe

TO THE list of American broadcasting representatives abroad this month was added the name of William L. Shirer, former *Chicago Tribune* correspondent in European capitals, as Central European representative of CBS with headquarters in Vienna. He will work under the direction of Edward R. Murrow, CBS European director with headquarters in London. Mr. Murrow was sent to London last spring to succeed Cesar Saerchinger, who resigned and is now writing a book of memoirs and will shortly come to this country to consult his publisher.

Mr. Shirer is a native of Chicago and a graduate of Coe College. He went to Paris for the *Chicago Tribune* in 1925 and thereafter served in London, Rome, Vienna, Geneva, Berlin and Madrid. He spent most of 1933 in Spain after leaving the *Tribune* and went to Berlin with the Universal News Service. He is an accomplished linguist, speaking French, German and Italian.

BROADCASTS of the newly-created NBC Symphony Orchestra directed by Arturo Toscanini, originally scheduled for the Red network Saturdays, 9-10:30 p. m., instead will be presented over both Red and Blue, 10-11:30 p. m. NBC's symphonic cycle will start Nov. 13, Toscanini taking over the baton Christmas Night for 10 concerts.

SCHOOL VIA RADIO

Chicago Experiment Leads to Permanent Program

FURTHER steps to continue Chicago's air schools will be taken Oct. 26 when educational leaders and radio officials will get together for a second meeting. At a session Oct. 6 Chicago stations agreed to donate a quarter-hour period daily for the continuation of the radio school lessons begun when infantile paralysis epidemic forced postponement of the opening of Chicago schools.

Miss Minnie Fallon, assistant superintendent of schools in Chicago, told BROADCASTING the radio lessons will not duplicate or parallel regular school work but will supplement regular school work, having a cultural value directed at adults as well as school pupils. Miss Fallon planned to visit Detroit to study educational broadcast methods there.

Among requests for information about the Chicago experiment was one from Les Bewick, station manager of CHSJ, St. John, Canada, who, with the growth of the sickness in that city and the closing of the schools, was planning a similar series.

Harold Kent, principal of the Prussing elementary school in Chicago, who has had educational radio experience, is being considered for the newly-created post of radio education supervisor [BROADCASTING, Oct. 1]. Plans are to have six or eight teachers work with Mr. Prussing on the radio lessons.

Station representatives attending the Oct. 6 meeting called by Dr. William H. Johnson, superintendent of schools in Chicago, were: John Baker, WLS; Al Hollander, WJJD-WIND; Miss Judith Waller, NBC; Miss Myrtle Stahl of WGN and Holland Engle, WCFL.

Malt-O-Meal Starts

CAMPBELL CEREAL Co., Minneapolis (Malt-O-Meal), started *Rube Appleberry*, quarter-hour transcriptions, two and three times weekly, the first week in October, over 16 stations. The following are broadcasting thrice weekly: WGN, WCCO, WLW, WCAU, WDAF, KVOO, KRLD and KTSA, with WGN and CKLW to change from discs to live programs. The following stations have the program on twice weekly: CKLW, KDKA, WTAM, WHO, KNX, KSFO, KOMA and KOIN. Mitchell-Faust Adv. Co., Chicago, is the agency with Emil Brisacher & Staff, San Francisco, handling the Pacific Coast placements. Transcriptions were cut by Transamerican Broadcasting & Television Corp.

NBC Shortwave Chief

PERCY WINNER, well known newspaperman recently attached to the NBC press staff in New York, has been appointed director of NBC's international shortwave service, according to an announcement Oct. 13 by John F. Royal, NBC program vice-president. He has already assumed his new duties. A native New Yorker, Mr. Winner has served on many newspapers in this country and abroad, having been with the Associated Press in Europe for five years and having acted as American correspondent for the *Manchester Guardian* and Havas of France.

Quits WLW, Rejoins NBC

WILLIAM S. HEDGES

ALMOST immediately following his resignation Oct. 4 as vice-president and general manager of WLW-WSAI, Crosley-owned stations in Cincinnati, William S. Hedges was re-engaged bv NBC from which he resigned last Jan. 1 to take the Cincinnati post. He will report for work at NBC in New York on Nov. 1 but his assignment had not been determined up to the time BROADCASTING went to press.

Both Mr. Hedges and the Crosley organization made it clear that the former's resignation was accepted with the "utmost good will" between them. Reports of any serious controversy were disclaimed, although some differences of opinion contributed to their decision to part company.

While attending the NAB special convention in New York Oct. 12, Lewis Crosley, brother of Powel Crosley Jr., president of the Crosley Radio Corp., told BROADCASTING that Mr. Hedges' post would not be filled and that he and his brother will take a more active part in the direct management of the stations. It was rumored that Robert Jennings, son-in-law of Powel Crosley, would become assistant general manager, but this was denied by Lewis Crosley, who asserted that Mr. Jennings will continue in charge of programs.

One of the best known figures in the broadcasting industry, Mr. Hedges was manager of NBC's 15 owned and managed stations when he left to assume the post with Crosley. He started in radio as radio editor of the *Chicago Daily News*, and was in charge of its station WMAQ until its purchase by NBC in 1931. Joining NBC immediately thereafter, he first became general manager of KDKA, Pittsburgh, and then was transferred to the New York post. He was twice elected president of the NAB—in 1928 and 1929.

DeSoto to Place

DESOTO DIVISION of Chrysler corporation announced this week that it will start Nov. 1 a 15-minute transcription program on 55 stations, to run for 13 weeks, the first time DeSoto has gone into radio on such an elaborate scale. Will Osborne and his orchestra will be featured, along with guest singers.

Stokely Bros. Schedules Series Over Wide Area

STOKELEY BROS. & Co., Indianapolis (Van Camp food products), through Raymond R. Morgan Co., Hollywood, on Oct. 25 will start placing a quarter-hour dramatic transcription serial titled *Charlie Chan*, on a group of 15 stations in a national campaign. Show is to be broadcast from three to five times weekly, depending upon market factors, and will start Oct. 25 in the East; Nov. 1 in the Midwest; Nov. 8 in the North Midwest; Nov. 15 in the Texas area and Nov. 22 on the West Coast.

The staggered time has been arranged to enable inauguration of an elaborate merchandising campaign in each part of the country also to be handled by Raymond R. Morgan Co. Initial commitment is for 26 weeks and list of stations will be increased. Series is being cut by Recorders Inc., Hollywood, under direction of Cyril Armbrister. Dick Weil is writer of the radio serial and J. Donald Wilson, announcer-narrator. Felix Mills is in charge of music. Stations to be used thrice weekly are WGAR, WEBC, KTRH, KTSA, KSD, KRLD. Those using the serial five times weekly are WOR, WGN, KSTP, KNX, KSFO, KOIN, KOMO, KHQ and WIRE. Later the campaign was extended to WSB, WLAC and KOY.

Clairol on Coast

CLAIROL Inc., New York (hair rinse), on Oct. 8 started for 52 weeks sponsorship of *Let's Go Hollywood*, on 6 California Radio System stations (KEHE, KYA, KFBK, KMJ, KWG, KERN), plus KFWB, Fridays, 8:30-9 p.m. (PST), the program originating from the latter station. Probability is that after a month's test campaign the program will be routed transcontinentally over the Mutual network. Sponsor, for the time being, is concentrating on the California market which has more than 3,200 beauty parlors. As a merchandising tie-in sponsor is conducting a beauty and personality contest. Users of the product are invited to send in a Clairol carton top along with photograph and qualifications to act. Weekly winners are awarded screen tests, with a possible contract with Warner Bros. First National Studios at end of the contract. Agency is Wm. H. Rankin Co., New York, the contract being negotiated thru Transamerican Broadcasting & Television Corp., that city.

Blackjack Gum Spots

AMERICAN CHICLE Co., Long Island City, N. Y., for Blackjack chewing gum, started Oct. 8 a football show directed to men, titled *Lou Little's Football Forecast*. Program will run through Nov. 26, Friday evenings, on 10 MBS stations. Arrangements were completed the morning of Oct. 8, and the program was broadcast three times that evening, at 6:45 for some stations, at 7:45 for others, and at 8 for WOR, Newark. The regular time thereafter is from 7:45-8 p. m. Agency is Badger & Browning & Hersey Inc., New York.

A REENACTMENT of the inaugural program of KRBC, Abilene, Tex., when it went on the air Oct. 1, 1936, formed the highlight of the station's first anniversary program.

WRDW
featuring
THE SOUTH'S MOST BEAUTIFUL STUDIOS
250 WATTS

Market Coverage
Population 714,492

★

98% Coverage of this prosperous southern market . . . . . .

★

49% of Augusta's radio families listen ONLY to WRDW every day

★

Finest, most up-to-date R·C·A high fidelity equipment

★

Exclusive National Advertising Representative
J·J·DEVINE *and*
ASSOCIATES *Inc.*

Announcing

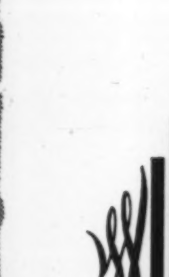
Full time affiliation with

C B S

Columbia
Broadcasting
System . . . .
Effective October 31st. 1937

WRDW

WHERE RADIO DOES WONDERS



AUGUSTA, GEORGIA

Serving Augusta Eighteen Hours Daily

Louder But Not Funnier Down Under

South American Audience Has Its Own Likes and Dislikes, And Comedy Is One of the Latter

By HENRY P. CLARK
Erickson Inc.
South American Manager for McCann-

NOISE is what they want in South America, but not just any kind of noise. The Latin listeners like radio but they aren't interested in comedy of the North American type. They have other radio habits, too, which Mr. Clark knows about, for he is general manager in that hemisphere for McCann-Erickson Inc. In this dissected review of broadcasting "down under" he describes methods that sell goods to Latins, as distinguished from methods that fail to arouse the urge to buy.

Mr. Clark

YOU don't have to own a radio to get your favorite programs in the large South American cities. You just stand out in the middle of the street in Rio de Janeiro or Buenos Aires almost any time of day and listen, and you will hear from one to ten receivers broadcasting what's on the air. For no matter how soft and sweet the music, the average South American radio fan likes it loud.

But somehow one is not offended by the volume of sound because of the delightful, often classical, character of the music. The exotic note of the tango may be ever so loud yet so much more appealing than so-called American jazz, that the pedestrian may pause gratefully before a house from which music seems literally to fill the street.

Then, too, the song or instrumental selection is not often suddenly interrupted by a lengthy plea to buy one's headache pills or perfume, for the South American takes his commercial announcements in homeopathic doses—just a few words relating to different sponsor's products as in the programs with "participating sponsorship" sometimes heard on North American stations.

Comedy—But Not Much

Very little comedy patter is thrown in between numbers as popular interest is principally in music—in song and dance tunes and classical airs. There are, of course, a few comedians, but South America has no counterpart of Fred Allen, Eddie Cantor or Jack Benny, "big name" funny men.

While many owners of the latest model radio receivers can listen to the shortwave programs broadcast by stations in the United States, notably New York, Schenectady and Pittsburgh, all but the music is lost to them because of the difference in language. This, of course, precludes any interest in comedy, drama, and talks, including commercial announcements made in English.

Because the programs broadcast by European stations, particularly the government-owned or controlled outlets in Germany, Italy, Russia and England, are intentionally pitched for the South American audience, these foreign stations are almost as popular as the local ones.

From these powerful radio sources comes the best in musical entertainment with announcements in Spanish and Portuguese for the benefit of South American listeners. Of course, a certain amount of good-will advertising for the country sponsoring the broadcast is larded in, but so adroitly that it does not offend and often enhances interest in the program.

But while this interest in foreign reception is intense among the owners of the better types of receivers, the great mass of South Americans from the poorest laborer to the rich landlord listens avidly to local broadcasts.

To this vast audience commercial interests make their appeal with many splendid "institutional" programs. For one of our clients, West India Oil, we have for several years placed a series of concerts on LR4 by that famous European maestro, Frider Weissman, former conductor of the Berlin State Opera. On the air, too, with superior musical entertainment are many American firms, including Ford, General Motors, Bayer's, Colgate-Palmolive-Peet, Lambert's and Kolynos.

They Have No Networks

Just as the coffee companies, including Maxwell House and Chase & Sanborn, are leaders in radio advertising in the United States, so does mate (pronounced ma-tay), a tea-like beverage, dominate the South American air lanes.

Incidentally if a world-wide taste for this variety of tea is to be created, a Sir Walter Raleigh is needed who will popularize it as that courtier of Queen Elizabeth did tobacco. In subequatorial countries practically every one drinks mate. The hot brew is sucked hot from a small gourd by means of a metal tube. Served several times a day it balances the diet of the laborer who often has nothing but meat for weeks at a time. Drinking mate is a social custom, like tea drinking, in the homes of the wealthy. One gourd is passed around like a loving cup for each one to take a sip.

There are no "coast-to-coast" networks in South America because of the different languages, nationalities and the concentration of the buying population in a few large cities, but three or four of the larger stations are sometimes linked together for a series of broadcasts. A powerful station like LRI (shortwave LEX), which is operated by the El Mundo publishing house, can be used, however, to blanket the major buying portion of the Argentine market. Other stations in other countries may in the same way be used by radio sponsors to obtain a complete coverage.

Neither the stations nor the public favor recorded programs, in fact some of the large stations prohibit the use of records entirely. Everywhere the "live show's the thing," but there is no lack of talent, both professional and amateur, for the Latin American is a musician at heart.

Each radio station has its own sustaining orchestra. The hours are long and the pay is low compared with salaries paid in the United States, but the average musician loves his work and puts his best into every number. In addition, every sizable cafe has two orchestras—one to play the tango and the other to furnish less nostalgic types of music. These orchestras are often available for radio work on sponsored programs.

The "Federal Radio Commission" of South America is the post office department, which regulates and controls all broadcasting. For too pointed criticism of government officials, or policies, or for offenses against good taste, stations may be penalized by being ordered off the air for from three hours to a full day.

One place where the North American influence in radio may be clearly noted is in the acceptance of receivers made in the United States. Generally the chassis parts are manufactured in the States for assembly and installation in cabinets built in South America.

There is a rich field in South American countries for many products manufactured in the United States, but to be properly advertised over the air after being introduced into the most profitable markets an individual study of merchandising methods and conditions must be made. It is not enough to assume that the same merchandising methods, or radio programs which sell goods in Des Moines will prove effective in Buenos Aires. Radio is, however, a powerful advertising medium in the countries below the equator, if languages and tastes and national attitudes are taken into consideration in relation to every sponsored program that is put on the air.

NBC Resumes Opera

NBC for the seventh consecutive year will broadcast performances of the Metropolitan Opera from the stage, probably starting Christmas Day with *Hansel and Gretel*. No sponsor has been announced for the broadcasts, which will be heard three hours every Saturday afternoon on the Red. American Tobacco Co., New York, was the first sponsor for the series, in the 1933-34 season. Lambert Pharmacal Co. (Listerine), sponsored it in 1934-35; it was broadcast sustaining in 1935-36, and was sponsored by RCA Mfg. Co. last year.

New Latin Series Fosters Good Will

Federal Workshop in Charge Of Pan American Broadcasts

AN ELABORATE new series of broadcasts, titled *Brave New World* and prepared by the Federal Radio Workshop of the U. S. Office of Education, will start over CBS Nov. 1 for the purpose, as Secretary of the Interior Ickes announced Oct. 10, of promoting this country's Good Neighbor Policy toward Latin America. CBS will carry the programs for 26 successive Mondays, at 10:30-11 p. m. (EST).

The Celler bill for the creation of a "Pan American Station" to be operated by the government on shortwaves having failed, and the international frequencies reserved by presidential order having been ordered by the FCC allocated on a temporary basis to private licenses [BROADCASTING, Oct. 1], it is manifestly now the intention of some of those urging this project to use existing facilities for their programs—facilities which have been offered them on a liberal scale.

Ideals of Others

The Federally-staged programs will be dramatic episodes woven about the lives of statesmen, educators, poets and artists of Latin America from the days of the Conquistadores to the present. Cooperating in their preparation and presentation are the Pan American Union and diplomatic representatives of the Latin American republics. Dr. Samuel Guy Inman, executive secretary of the Committee on Cooperation in Latin America, who was an advisor to the U. S. delegation at the recent Buenos Aires Conference, is acting as technical supervisor. The series may also be broadcast over CBS shortwaves to Latin America.

The staff preparing the *Brave New World* series is headed by William Dow Boutwell, director of the radio division of the Office of Education, and includes Shannon Allen, program director now on leave of absence from NBC; Philip Leonard Green, research supervisor, an instructor in Latin American affairs at College of the City of New York; Bernard C. Schoenfeld, author and playwright; Philip Cohen, production director, who is also manager of New York University's Radio Workshop, and Rudolp Schramm, musical director, formerly with NBC.

The New York branch of the Federal Educational Radio Project, supported by WPA funds, is training the musicians and actors for the program. "This will probably be the first time in history," said Dr. John Studebaker, U. S. Commissioner of Education, "that one government has spent time and money on a sustained effort to help its own citizens appreciate the ideals of peoples across the border. While war and talk of war are darkening the horizon, it is heartening that the Americas are working for peace. I regard the radio series as a most appropriate way of furthering the spirit and objectives of the Buenos Aires Conference".

GENE INGE, formerly radio editor of the *Los Angeles Herald-Express*, has opened radio production offices at 606 Taft Bldg., Hollywood.

XUM

610 KC

NEW FREQUENCY OCT. 26

Smashing Old Records for Better Coverage

1300 KC

WIOD

MIAMI FLORIDA

NBC Affiliate

National Representatives

CRAIG & HOLLINGBERY

Inc.

Quaker Net Plans Permanent Lines

Fall Business Points to Need For Additional Facilities

ARRIVAL of the football season and increased political activity in Pennsylvania have brought new accounts to the Quaker Network of Pennsylvania, which now is planning to install permanent lines on a 24-hour basis for its major broadcasts. Prominent among new accounts of the Quaker Network is *Atlantic Sportcast* sponsored by the Atlantic Refining Co.

The series of 10 sportcasts began Sept. 24 on WFIL, Philadelphia; WSAN, Allentown; WRAW, Reading; WEST, Easton; WGBI, Scranton; WBRE, Wilkes-Barre; WAZL, Hazleton; WWSW, Pittsburgh; WGAL, Lancaster; WKOK, Sunbury; WRAK, Williamsport; WORK, York; WHP, Harrisburg; WJAC, Johnstown. These Friday night sportcasts originating in the studios of WFIL feature Jack Barry, commentator, who forecasts the outcome of games sponsored by Atlantic Refining, discusses individual players and gives historical football highlights.

Political speeches on Quaker began Sept. 17 when the Attorney General of Pennsylvania, Charles J. Margiotti, broadcast an half-hour speech on WKBO, WLEU, WWSW and WFIL, the program originating at WKBO, Harrisburg.

Political Parties Active

Marking the beginning of the Republican Party's organization in Pennsylvania for 1937-38, the Republican State Committee broadcast a series of speeches from Jaffa Temple, Altoona, on the Quaker Network, Sept. 25, following the election of G. Edward Green as state chairman. Senators H. Stiles Bridges of New Hampshire and James J. Davis of Pennsylvania headed the list of prominent speakers which included State Senator Mason G. Owlett and Mr. Green. The following stations carried this broadcast: WFIL, KDKA, WHP, WLEU, WFBG, WGBI with WFBG, Altoona, handling the remote pickup.

The Steel Workers' Organizing Committee, CIO affiliate, with headquarters in Pittsburgh, broadcast a program for half an hour on Labor Day over the following stations of the Quaker Network: WFIL, WRAW, WSAN, WEST, WAZL, WGAL, WGBI, WBRE, WHP, WKOK, WFBG, WTBO, WWSW. The program originated at South Park, Pittsburgh. The Pennsylvania Highway Safety Campaign is also sponsoring a series of spot announcements and five-minute live programs on the entire group of Quaker Network stations listed above with the addition of WHJB, Greensburg.

Carborundum's Twelfth

CARBORUNDUM Co., Niagara Falls, N. Y., will begin its twelfth season on the air and its seventh on CBS with its broadcast Oct. 16. Titled *Voice of Niagara*, program will open with the roar of the falls. The Carborundum Band will be featured and Indian legends related by Francis D. Bowman, advertising manager for the sponsor, who originally conceived the idea for the programs. BBDO, New York, is agency.

September Shows Letup in Increases Of Billings by the Major Networks

SEPTEMBER billings of the three nationwide networks totaled $4,998,376, an increase of 2.1% over the $4,894,488 for the same month of 1936. For the year to date, the cumulative combined time sales of the three networks totals $50,365,805, topping the $40,639,274 for the first nine months of 1936 by 23.9%.

Individually the networks showed considerable variation in their time sales as compared with those for last year. NBC's Red network, which has the highest September billing, $2,057,513, shows a gain of 3.2% over the September, 1936, figure of $1,993,371. The $793,068 reported by the Blue network, however, is 11.2% under this network's $893,266 for the month last year, resulting in a loss of 1.2% for the combined NBC September billings, which were $2,850,581 as compared with $2,886,637 for September, 1936.

CBS time sales for the month were $2,028,585, a gain of 10.3% from the $1,838,932 figure for September a year ago. MBS sales of $119,210 were 29.4% below the $168,919 of last year. Chief reason for the comparatively poor showing in September is the fact that last year this month saw the beginning of the commercial political programs in connection with the presidential campaign, which swelled last fall's business beyond normal.

Cumulative time sales for the first nine months of 1937 for NBC were $28,291,115, bettering the $23,800,143 billing for the same period last year by 18.9%. CBS cumulative total is $20,775,542, a gain of 33.6% over the $15,550,070 for 1936. Mutual's $1,299,148 is 0.8% over the MBS billing of $1,289,061 for the period last year.

Gross Monthly Time Sales

	1937	% Gain Over 1936	1936
		NBC-Red	
Jan.	$2,374,633	37.6%	$1,725,172
Feb.	2,273,973	34.0	1,697,524
March	2,531,322	32.2	1,915,357
April	2,304,035	30.7	1,762,201
May	2,261,344	37.0	1,650,046
June	2,211,560	48.4	1,490,426
July	2,018,820	25.1	1,613,148
Aug.	2,094,306	34.8	1,553,540
Sept.	2,057,513	3.2	1,993,371
		NBC-Blue	
Jan.	$1,167,366	22.0%	$ 956,643
Feb.	1,021,809	0.5	1,016,776
March	1,082,961	—3.5	1,122,516
April	973,802	—0.6	979,727
May	953,475	4.6	911,674
June	791,827	—4.9	833,030
July	688,630	—15.7	816,835
Aug	690,671	—20.5	868,891
Sept.	793,068	—11.2	893,266
		CBS	
Jan.	$2,378,620	24.2%	$1,901,023
Feb.	2,264,317	18.6	1,909,146
March	2,559,716	17.8	2,172,382
April	2,563,478	31.4	1,950,939
May	2,560,558	46.4	1,749,517
June	2,476,576	64.8	1,502,768
July	1,988,412	53.8	1,292,775
Aug.	1,955,280	58.6	1,232,588
Sept.	2,028,585	10.3	1,838,932
		MBS	
Jan.	$ 187,362	12.7%	$ 166,266
Feb.	202,088	24.4	162,358
March	220,256	15.0	191,483
April	173,746	24.3	139,834
May	133,432	2.7	129,907
June	99,136	—5.1	104,510
July	84,362	—23.0	109,561
Aug.	79,556	—31.5	116,223
Sept.	119,210	—29.4	168,919

Dolph Advises Census

WILLIAM B. DOLPH, manager of WOL, Washington, has been appointed to serve in an advisory capacity during the forthcoming unemployment census ordered by Congress and headed by John D. Biggers. Mr. Biggers, president of the Libby-Owens-Ford Glass Co., Toledo, who was mentioned for the chairmanship of the FCC, has been appointed by President Roosevelt to adminster the census, which is formally known as the Census of Partial Employment, Unemployment and Occupations. Mr. Dolph, formerly radio director of the NRA and director of radio during the last campaign for the Democratic National Committee, will serve as contact man between the census organization and radio in arranging time for speakers.

Mr. Dolph

Nostane Testing

NOSTANE PRODUCTS, New York (Minervite vitamin tablet), is using WNEW, New York, for a test campaign which started Oct. 4. Program is *Old Family Almanac*, heard Mondays through Saturdays from 9:15 to 9:30 a.m. Contract is for 52 weeks. If the test is satisfactory, the company expects to use about ten stations later in the fall. Agency is Schillin Adv. Corp., New York.

Taplinger to Warners; Fizdale Takes Clients

ROBERT S. TAPLINGER, member of CBS press department from 1928 to 1935 and since then head of his own publicity organization, has been appointed publicity director of Warner Brothers Inc., including both motion picture and radio interests. A long-term contract, signed in New York by Charles Einfeld, director of advertising and publicity for Warners, and Jack Warner, vice-president, just prior to Warner's departure for Europe, moves Taplinger to Hollywood, where he will take over on Nov. 1.

The Taplinger organization, currently handling publicity for Burns & Allen, Eddie Cantor, Kate Smith, Guy Lombardo, Robert L. Ripley, Andre Kostelantz, *Jack Oakie's College*, Benny Goodman, Phil Spitalny's All-Girl orchestra, Lehn & Fink radio shows, Sealtest program, Bing Crosby and others, will be taken over intact by Tom Fizdale, Chicago publicist, whose radio accounts include *Fibber McGee & Molly* and the *National Barn Dance* programs. New firm, which will maintain the Taplinger offices in New York, Hollywood and London, and the Fizdale office in Chicago, will be known as Tom Fizdale Inc., Warner Brothers having purchased exclusive use of the Taplinger name.

Cooperative activities of Earle Ferris Radio Features Service Inc., New York and Hollywood, and Tom Fizdale, Chicago, were terminated before the latter's acquisition of the accounts of Robert Taplinger Inc. Mr. Fizdale will leave for the West Coast about Oct. 18

Radio Series Proposed To Combat Propaganda Harmful to Industries

CHARLES McDONOUGH, advertising manager of the Combustion Engineering Co., New York, in addressing members of the National Industrial Advertisers the second day of their 15th annual convention in Chicago recently, declared that industry should spend $5,000,000 on newspapers and radio in a two-year campaign to combat anti-industrial propaganda. Conceding that the proposed sum seemed quite large, he said that it was nevertheless only 1.5% of the appropriations of the 400 leading advertisers in this country.

Attacking inroads the government has made on industry in recent years, Mr. McDonough said: "I don't think that either our democratic form of government or our economic system is in immediate danger, but I do know that the undermining process to which they have long been subjected has greatly increased in recent years." The proposed advertising budget would be used to educate the public to the advantages of the modern industrial system.

Concerning the media to be used in the proposed campaign Mr. McDonough said: "We do not have for the asking the use of the principal instrumentalities for forming public opinion that are gratuitously available to those on the other side of the fence. Newspapers and radio are by far the most effective avenues of approach to the public mind. Editorially, many of the leading newspapers may think as we do. But, by and large, the public doesn't read the editorial pages. They read the news. What the politician says is considered news. The point is that if we are to make a real impact on the consciousness of the American people, we've got to rely largely on paid space in newspapers and paid time on the radio."

Little Crow on MBS

LITTLE CROW MILLING Co., Warsaw, Ind., maker of Coco Wheats, will start a children's program featuring *Jolly Joe* on Mutual network, effective Nov. 1. Joe Kelly, once known as the "Irish Nightingale," will be heard Mondays, Wednesdays and Fridays, 5-5:15 p.m., on CKLW and WCAE, and one hour later on WGN, where the program originates. The agency is Rogers & Smith, Chicago.

Pennsylvania on CBS

PENNSYLVANIA Publicity Commission sponsored a one-time broadcast Oct 10 on 28 stations of the CBS network, consisting of music and an address by Gov. George H. Earle of Pennsylvania. The agency was Walker & Downing, Pittsburgh. The state also is placing a spot campaign, with Barnes & Aaron, Philadelphia, as agency.

Sun-Maid to Place

SUN-MAID Raisin Growers Assn., Fresno, Cal., through Lord & Thomas, San Francisco, will spend approximately $150,000 for its 1938 advertising campaign and besides newspapers, women's magazines and trade journals, will include radio.

XUM

SELLING by Serving

FOUR TABLES A DAY!

BREAKFAST

"JIMMY LEGS"
(Six days a week)
7:00 to 8:00 a. m.
Music, news flashes, time signals, weather reports.
50 words—$10.50
100 words—$15.00
Less regular discount

LUNCHEON

"HEINIE AND HIS GRENADIERS"
(Six days a week)
11:45 a. m. - 12:30 p. m.
German band music
(No rate quotation—Program sold solid)*

BRIDGE

"FRIENDSHIP CIRCLE"
(Five days a week)
4:00 to 4:30 p. m.
A variety music show
50 words—$15.75
100 words—$22.50

DINNER

"DINNER TABLE OF THE AIR"
(Three days a week—soon to be six days)
6:30 to 7:00 p. m.
A straight music program
50 words—$31.50
100 words—$45.00

A characteristic of Milwaukee is liking music with meals. Perhaps it's an old-world throw-back—but whatever the reason, most people here have decided desires for table time melody.

To keep Milwaukee's family circle soothed and entertained we serve music to four tables a day . . . breakfast, luncheon, bridge and dinner. We also dish up our full quota of station-breaks on these occasions. And not to be accused of muffing an opportunity, we add a little commercial spice by sprinkling in some participating announcements.

This procedure has bloomed beautifully and naturally with the years. WTMJ's meal-time music offerings are now eagerly dialed and attentively eared. A habit has been formed. A tremendous, worthwhile market has been established . . . *approachable four times a day.*

We believe that advertisers who cultivate this vast four-a-day audience will show a profit on their investment. If you want to shown, we invite you to sign up as a "speaker" for any or all of these table-time gatherings . . . and learn for yourself the sales success they offer. A few choice spots are still available!

**For intermediate programs "HEINIE" is available in the late afternoon, and Mrs. Grey with "WHAT'S NEW IN MILWAUKEE?" in the morning, at current announcement rates, less regular discounts.*

The Greater
MILWAUKEE JOURNAL STATION

EDWARD PETRY & CO., INC., *Representatives*
New York, Detroit, Chicago, San Francisco

WTMJ

Seeing Television Behind the Scenes

BBC Visual Programs in the Making At Alexandra Palace Studios

By E. C. THOMSON*

"TAKE an oblong of frosted glass 10 in. x 8 in. and a loud speaker. To fill the one with a living picture, the other with concordant sound, for 120 minutes a day for six days a week, and let it be a good picture and good sound." This, briefly, is the task entrusted to Gerald Cock, BBC Director of Television. Is it easy?

If you have doubts ask a stage producer whether he would choose to turn out "something new" every day; whether, instead of rehearsing for three weeks and then settling down for a steady run, he would prefer the deliciously varied job of putting on fresh material every night. If he deigns to reply, and if you still have lingering doubts, put the question to a film director who works feverishly all day, rehearses his artistes line by line and shot by shot, is mortified a dozen times in as many hours by having to "cut" and start again, and whose daily output of screen time is . . . perhaps two minutes. His reply is a foregone conclusion.

Living Television

And still television *lives.* Animated images have been thrown on the opalescent screen for more than 450 hours since Nov. 2 last year. Drama, variety, ballet, musical comedy, talks, outside broadcasts, orchestral works, recitals — all these have been presented, and although the programs are, of course, open to all the winds of criticism, it is generally conceded that production has reached a stage of *finesse* which justifies the serious consideration of entertainment lovers.

How does a program evolve from an idea to a finished production?

The story of any particular production begins just about five weeks before it springs to life on the screen. Someone on the program side is visited by an idea —Dallas Bower thinks of "Pasquinade," George More O'Ferrall of "Hassan," Stephen Thomas of "Derby Day"—and the idea is placed on the knees of the gods at the next program meeting. If the gods smile, the producer may or may not be a happy man, depending upon how many other programs are absorbing all his waking hours.

Let us assume that *Hotel Cosmopolitan*—a brisk singing and dancing show—has been duly tabled for presentation a month hence. Cecil Madden, the Program Organizer, must find the right niche for this super production, his task being to achieve program balance and avoid awkward clashes. The guiding principle is to please as many viewers as possible in sixty minutes of varied entertainment. The television orchestra, conducted by the indefatigable Hyam Greenbaum, will be required, so *Hotel Cosmopolitan* will come up for discussion at the music meeting, which follows on after the program discussion.

When a date has been found for *Hotel Cosmopolitan,* the program is allotted a space in the elaborate time-table of the productions department, which is presided over by D. H. Munro. It is the productions department that "pulls the strings," attending to studio management and contriving that, as far as is humanly possible, the producer's ideas are translated into reality.

Meanwhile, the producer has found time to consult with Peter Bax, the scenery expert, and already he is designing the dummy revolving door of the "Hotel," and it is now taking shape in the carpenter's shop. The scene painters are at work in their rather flat medium of black, grey and white, to supply the background of the "Hotel" lounge. But *Hotel Cosmopolitan* only becomes really interesting when the artistes are assembled and rehearsals have begun, so we may pass over such severely practical details as booking the artistes, reducing the script to continuity form, and cutting it to fill, say, 30 minutes.

And Then Rehearsals

If a genius could invent a means to obviate the learning of lines, television rehearsal time could be cut down considerably. In the case of a production with speaking parts a good deal of dogged rehearsing must be gone through before it can be tried out before the cameras. Often the preliminary rehearsals are carried out at Broadcasting House. Once in the television studio the show is treated as if it were actually on the air; the producer, after a brief period on the floor with the artists, leaves that side of the business to the studio manager, and takes his seat at the producer's window high up at the back of the studio. There, so far as his own show is concerned, he is monarch of all he surveys. Facing him are two monitor tubes, one showing the picture which, if transmission were on, would actually be radiated, and the other giving a choice of pictures from the other cameras in the studio. At the "word of command" the sound and vision control engineers supply any combination of picture and sound that the producer may require. During rehearsals the producer uses a "talk back" speaker, but this, of course, cannot be employed during actual transmission; but he can still communicate with the studio by visual signals, through headphones worn by the camera and microphone operators, and by telephone to the studio manager. Cue lights are also used, and are invaluable to the announcers and the conductor of the orchestra.

A Problem of Faces

Although make-up is rarely required for rehearsal, Miss Mary Allen, in charge of make-up and wardrobe, or one of her assistants, is present to observe whether certain faces are likely to need special attention, and each artist is watched on the floor and on the studio monitoring receiver. Nowadays, since improved lighting has been made possible, a very light make-up is required.

The stage is set, then, for *Hotel Cosmopolitan.* After three hours' rehearsal on the morning of the day itself, including a final run-through timed by the studio manager's stop-watch, all is ready for transmission at, say, 3.25. As the time draws near the producer gives a last anxious look 'round the studio and then ascends to his uneasy chair to watch the closing shot in the preceding news reel, which, incidentally, has been timed to the split second in the film viewing room. "Two minutes to go" he signals to his studio manager, who blows the warning whistle. People in the studio talk in whispers. A make-up assistant dashes on to the set to powder a nasal high light… an announcer does smiling practice

(*Continued on page 53*)

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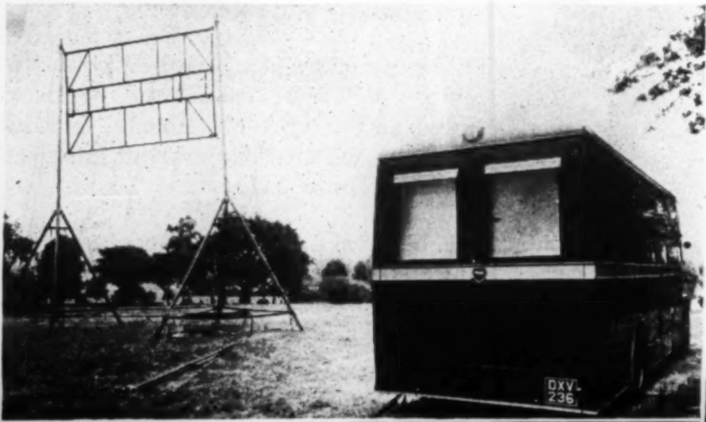
*From an article in *Wireless World* of London. Reprinted with permission. Photos courtesy of BBC.



IN OPERATION—At left is the BBC mobile control room showing connection to special television cable. Top center, the control room and portable directional aerial. Bottom center, a television performance at Alexandra Palace, with Actor Tom Costello, orchestra, and audience. Right, the mobile unit testing for the coronation.

WCLE *in* CLEVELAND

HAS THE *Second Greatest* COVERAGE OF ANY CLEVELAND STATION

$942,059,140 is a lot of money but that's the annual retail volume in the territory covered by WCLE. Here, in Northern Ohio (and a portion of Pennsylvania) lies the country's fifth largest market with Cleveland at the hub.

WCLE's influence in this territory has been proved time and time again — by listener surveys and by rising sales curves of sponsors who use the station. Now this enviable coverage is increased more than ever because WCLE is a member station of the "Coast to Coast" Mutual Broadcasting System.

WCLE time rates are unusually attractive, considering the size of the market it reaches.

H. K. Carpenter, Vice Pres. and Gen. Mgr.
C. A. McLaughlin, Sales Manager

FREE & PETERS, Inc. - National Representatives,
New York - Chicago - Detroit

UNITED
BROADCASTING
COMPANY

610 KC—500 WATTS

WCLE

CLEVELAND

Program Problem Delays Television Declares Sarnoff

British Public Has But 1,000 Sets, He Says on Return

PRACTICAL problems are delaying progress of television in Great Britain, where geographical difficulties are comparatively simple, David Sarnoff, president of RCA, stated Sept. 30 on his return from a European trip. The main problem facing television in both countries is developing of programs to maintain public interest, he said, pointing out that only 1,000 television sets are actually in the hands of the British public.

Mr. Sarnoff's statement follows:

"During my five weeks' stay abroad, I studied the latest developments of television in Europe. While interest is shown everywhere in this new branch of the radio art, greater progress has been made in England than elsewhere in Europe.

"Nevertheless, the experience to date with television in England, has only served to emphasize the formidable nature of the problems which must be solved before a satisfactory service of television to the public can be rendered, and a new industry soundly established.

A Year of Television

"The question is often asked: 'Is England ahead of the United States in television?' I shall try to answer this question by stating the facts as I have now observed them on both sides of the Atlantic.

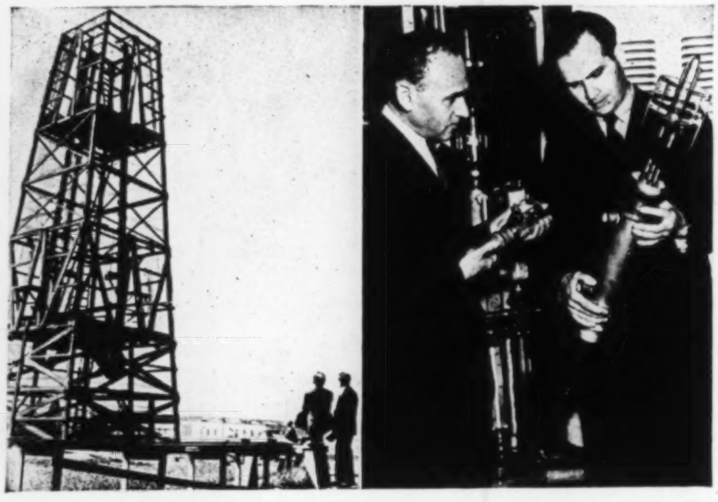
"The BBC (British Broadcasting Corp.) has been operating its television transmitter, located at Alexandria Palace in London, for about a year. The range of this transmitter is more than 25 miles and covers all of London and its immediate vicinity. The system employed is known abroad as the Marconi EMI television system which is fundamentally based on the RCA television system first developed in the RCA Laboratories in the United States. Under an exchange of patent licenses, this British Company may use RCA patents in England and in turn, RCA and its American licensees may use British patents in the United States.

"Each side is therefore in a position to benefit from developments and improvements made by the other.

"For nearly one year the BBC has been broadcasting television programs to the public on a regular daily schedule of one hour in the afternoon and one hour in the evening.

"Some 15 British radio manufacturers have been offering television receiving sets to the public at prices ranging between $200 and $500 each. At the Olympia Radio show which I visited while in London, all the manufacturers exhibited their latest television sets and the BBC arranged special programs so that the public could view the actual operations of television while visiting the radio show. From a technical standpoint the results were highly satisfactory. The public filled the television booths and showed great interest. But while hundreds of thousands of ordinary broadcast receivers were

(*Continued on page 69*)



CBS TELEVISION—This derrick arrangement at Camden, N. J., is an exact electrical reproduction of the top of the Chrysler Bldg., where CBS will place its television transmitter. It is used to aid in working out designs for the transmitter and antenna. At right Gilbert Seldes (left), CBS television program director, and Dr. Peter Goldmark, chief television engineer, inspects 15,000-watt tube and a 100-watt buffer tube.

CBS Tests New Television Transmitter; Programming Viewed as Big Problem

THE new CBS television transmitter, now receiving its first power tests at RCA's Camden plant where it is being constructed, will probably be ready for installation in the Chrysler Bldg., New York City, shortly after the first of the year. The equipment consists of two complete transmitters of almost identical construction, one for high-fidelity sound transmission covering frequencies ranging up to 10 kc., the second for simultaneous transmission of pictures on frequencies extending as high as 2,500 kc.

Each transmitter has an output of 7,500 watts with a 30,000-watt peak modulation, requiring about 400,000 watts to produce. Together the transmitters comprise 24 water-cooled tubes, ranging in length from 10 inches to four feet, which were especially developed for use on these ultra-high frequencies.

When completed the equipment will be installed on the 73d and 74th floors of the Chrysler Bldg. The main power units, transformers housed in a fireproof vault and motor generators in a specially constructed room, will be located on the 73d floor and the transmitters will be connected to a 16-foot power distribution panel and to a 46-foot transmitter panel with a central control desk separating the audio control on the right from the video control on the left.

Every safety precaution has been taken. The steel structure of the building has been strengthened to bear the additional 15 tons which the apparatus weighs. Lights on the control panel indicate failure of any part of the equipment and a second series of controls is installed at the back of the panel so that in an emergency the transmitter can be operated from there. Should any one open the door to the room in which the high-tension equipment is housed an automatic cutoff would immediately shut down the power.

Across the street, directly over the main waiting room of the Grand Central Station, the television studios will be located in a space 230 feet long, 50 feet wide and 40 feet high, providing room for dressing rooms, laboratories, and two large studios, one of which will be constructed immediately. The television camera will be connected to the control equipment by cables 1½ inches thick, containing a total of 32 circuits, four of them coaxial. Proximity of the studios to the transmitter assures a minimum electrical loss.

On the employes' ball field at the Camden plant an "electrical reproduction" of the Chrysler Tower has been constructed and various types of antennae are being tested to determine which is best suited for this location.

Costly Programming

That a good part of television expenditures must go for programming was pointed out in a talk by Dr. Alfred N. Goldsmith, technical consultant to RCA and actively interested in television development, before the New Jersey Press Association meeting on Oct. 4. "It costs Hollywood $400 to $30,000 to produce a minute's worth of usable 'feature' film for a total of 600 hours' entertainment a year," he said. "Present sound broadcasting networks render service for upwards of 17 hours each day. Television must develop its own program technique. If we may summarize the ultimate characteristics of such programs in a word, it should be 'spontaneity.' Television must capture images of the world in action.

"Television networks of stations comparable to those existing in sound broadcasting," Dr. Goldsmith said, "must await the development of either the coaxial cable or automatic radio relay stations. Meanwhile, if public service should be inaugurated, the individual station has recourse to three classifications of program material: Local talent, motion picture film, and 'road shows' of live talent travelling from studio to studio." In the instance of the last, it was pointed out that "stock companies" would face the necessity of developing a new make-up technique, since the television camera does not "see" its images in the same values of color and tone as does the eye or camera.

A possibility that this last problem may be solved in the laboratory rather than in the dressing room has been mentioned by Dr. P. C. Goldmark, chief television engineer at CBS, who also spent a part of the summer in Europe. Scientists there, he reports, are attempting to build television cameras that will reproduce natural colors as effectively as is done with panchromatic film and already the BBC has put to practical use a televisor that enables actors to perform with ordinary stage makeup.

DuMont Casts Eye Toward Television

Issuance of Stock Is Planned For Program of Expansion

ALLEN B. DUMONT Laboratories Inc., Upper Montclair, N. J., has notified the Securities & Exchange Commission that it intends to offer 20,000 shares of common stock ($1 par), underwritten by Schatzkin, Loewi & Co. The company, incorporated Oct. 21, 1935, had recently claimed infringement of its Patent No. 2,014,106 covering the so-called Magic Eye, which was settled when RCA bought the patent, the registration statement shows.

The company is now exploring the industrial field to develop testing machinery using cathode ray tubes. It has an exclusive United States agency agreement with Cossor Ltd., British producer of television reception equipment. It is stated in the application that the company plans to manufacture and supply tubes to other equipment firms. Enlargement of plant space is planned for television.

General Radio Co., Boston, on July 21, 1937, filed suit against the company asking an injunction and damages for alleged infringement of Patent No. 1,707,594.

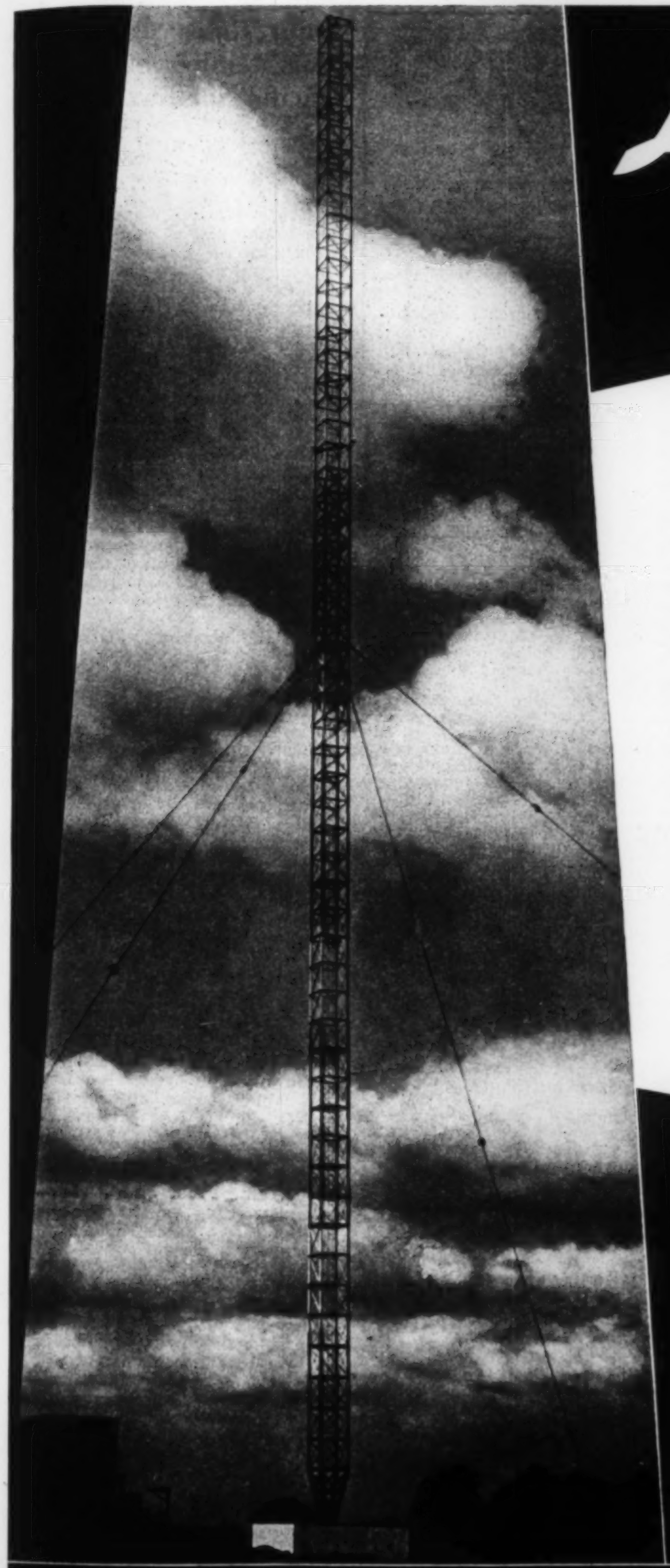
Outstanding Obligations

The concern has outstanding 1,200 of 2,000 authorized preferred 6% cumulative stock, $25 par, and 54,000 of 100,000 authorized common stock $1 par. It is planned to offer the new common at a price of $12. Bonds valued at $16,000 are now outstanding, as well as a $20,000 note issued to Seaboard Trust Co., Hoboken, N. J.

Owners of record of the common stock are Allen B. DuMont, 21,100 shares; Schatzkin, Loewi & Co., New York, 23,800 shares. Preferred stock is held by Schatzkin, Loewi & Co., 400 shares; Lawrence Industrial Corp., Jersey City, 200 shares.

Officers of the company are Allen B. DuMont, president, secretary and director; Burdett H. O'Connor, promoter; Henry L. Crowley, director (promoter); Schatzkin, Loewi & Co., underwriters; Mortimer W. Loewi, director, chairman of board, treasurer (promoter, partner of underwriter); Henry A. Schatzkin, director, vice-president (promoter, partner of underwriter). A new plant site has been acquired in Passaic, N. J. The stock issue becomes effective 20 days after Sept. 29 unless amendments are filed or unless SEC procedure causes delay.

XUM



Leadership

★ From the very beginning, Blaw-Knox Antennas have been intimately associated with the growth of Radio.

The first Vertical Radiator was a Blaw-Knox development.

The most advanced designs in up-to-date Radiator construction contributing to present broadcasting efficiency are concededly Blaw-Knox.

BLAW-KNOX COMPANY
2038 FARMERS BANK BUILDING, PITTSBURGH, PA.

★

IF YOU PLAN TO INCREASE THE EFFICIENCY OF YOUR ANTENNA ...... IT WILL PAY YOU TO CONSULT **BLAW-KNOX**

BLAW-KNOX VERTICAL RADIATORS

Advertiser Renigs But WWVA Gives Free Car Anyhow

Keeps Faith With Listeners By Paying for Costly Prize

BASING contract commitments on two previous highly successful campaigns sponsored by the advertiser involved, WWVA, Wheeling, W. Va., recently accepted a third assignment without much question, a decision which proved to be disastrous in one direction and highly successful in another. The advertiser started his third campaign in the WWVA market with a plan to promote the sale of two new food products in a highly competitive field.

Competition was powerful and most effective, with the result that the advertiser in question was immediately faced with an extremely difficult job of publicity and merchandising. His merchandising plan involved the awarding of an automobile to the user of his products who submitted the largest number of trademarks cut from the packages in which his products were packed. Contest rules were announced over WWVA and the campaign started immediately.

WWVA to the Rescue

After ten weeks it became evident to the management of the station that previous experience with the advertiser would not repeat and action was immediately taken, leading to discontinuance of the broadcasts. The advertiser took the stand, on certain technicalities, that he was not liable for the awarding of the automobile offered in connection with his broadcasts over the station. Argument on the part of the station had no effect and in the meantime listeners were beginning to inquire about the automobile prize they had been offered.

Rather than prolong the controversy at the expense of breaking down listener confidence, the station was compelled to fulfill the obligation of the advertiser. The automobile was purchased and listeners were advised to send in their accumulated trademarks direct to the station. An extra staff of clerks was assigned to the task of counting the entries and the winner was selected. WWVA's fulfillment of the advertiser's obligation was in keeping with its friendly attitude toward its listeners and did much to cement the enjoyable relationship between station and listeners. Favorable comments received were many and most gratifying.

Notwithstanding the attitude of the advertiser towards the station, the fulfillment of the contest obligation by the latter worked out to the advantage of the advertiser. During the ten weeks the campaign was on the air, warehouse reports indicated 11,734 cases sold, or 211,212 packages. Proof of retail purchases was evidenced in the return of 70,454 trademarks, which came from 173 cities and towns in Ohio, Pennsylvania and West Virginia.

WWVA is now a firm subscriber to the theory that it is an ill wind that blows nobody good. Listeners are happy—the station is happy in that it kept faith with its listeners—and the advertiser should be happy.

WWVA PRIZE—Mrs. Nell Hammond, of Moundsville, W. Va., congratulated by Manager George W. Smith for winning WWVA auto as prize, with Charles Mowder, of auto firm, watching.

WCKY's Coverage

WHEN Lee Goldsmith, program director of WCKY, Cincinnati, was en route to Columbus recently to see a football game, a studio emergency required his immediate return. Elmer Baighman and Mary Jane Dunphy, of the *WCKY Household Hour*, put in a call for Goldsmith on their program. He was listening to WCKY and phoned the station from Morrow, 35 miles away, within a couple of minutes. An hour later he was back in the studios.

THE GENERAL'S RADIO CREED

Hugh Johnson Lays His Broadcast Rules Before Listeners in Initial Grove Program

A TREATISE on radio commentating, outlining a new set of "rules of the game," constituted the debut of Gen. Hugh S. Johnson as a sponsored commentator for Grove Laboratories Inc., St. Louis, last month, over an NBC-Blue Network. Practically the entire 15-minute broadcast was devoted to a discussion of what the hard-hitting soldier, lawyer, financier, government official and columnist described as the formula he will follow in his 13-week series of four periods per week.

Because the General's remarks present in such clearcut fashion—and in unvarnished terms—the problems confronting the news commentator, BROADCASTING publishes herewith an abstract of his initial address.

Friends of the radio audience—and others. This going on the air is to be a three months' experiment in taking 15 minutes of your time—or until you tune off—to talk about day-to-day developments in this country and the world—four nights a week.

I have been trying to do that for three years in a syndicated newspaper column. You can't broadcast opinions without making somebody mad. I only ask that, if you do get mad, you just get mad at me—not the broadcasting company or the sponsor. I'll tell you why. They both gave me absolute freedom to say what I think. That was a brave thing to do. But it was an absolutely necessary thing. When we reach the day when opinion is controlled either for politics or money, we will be on our way to join Joe Stalin, Handsome Adolph and Maestro Mussolini. That is the end of free speech which is the end of everything properly called American. Here people have a right to say what they think. Other people have a right to get as mad as they please. It's great because it makes principles clearer. It also makes people more willing to stand up for principles. That's the way this country was made, and when it gets to be any other way, it won't be the same country.

An advertiser broadcasting a commentator is on the spot about this free speech business. You don't sell your stuff by making your customers mad. And yet you can't serve the popular demand for debate of public questions without making somebody mad.

The Passing Scene

If a columnist or an editor works on a Democratic or Republican or outright New Deal paper, consciously or unconsciously, its policy will color what his columns say. That also makes it hard for people to be quite sure what is going on and what daily news developments mean.

That is the kind of situation in which I am going on the air to comment on fragmentary passing developments in this amazing world of turmoil and unrest and change.

Do I think I can accurately interpret all this crazy kaliedoscope? Not on your life. I know very well I can't. I know that nobody else can either. But I do have to keep up with it and study it more thoroughly than those of you who make your living some other way. Like any other editor, I have to read all the news in my specialty. I have to do that not only to write my column but for this new broadcasting service. I won't try to talk about any subject—I mean that I won't try to talk about anything of which I don't have at least some background of practical knowledge and experience.

When I say that these talks will not be partisan in a political sense, I don't mean that they will not advocate any particular point of view. They say an editorial commentator ought to be what the highbrows call objective—which is just a four-dollar word meaning that you must talk without feeling. It is a great gift. I wish I had it. I would like to meet the guy that really has.

Speaking His Mind

I am going to try to give what I understand to be the arguments made by both sides on these great questions. I am going to try to be fair in stating them. But I want to say at the end which view I think is right. If I think that one or the other is haywire, I am not going to use the trick of lawyers and Senators of saying that it is learned and scholarly and able—but enough to make a buzzard sick. If I think it is a bunch of tripe, I can't call it ravioli.

Finally, I regret to say that there won't be any Pied Piper speeches like the joyous aerial bout with Father Coughlin and Huey Long. We are going to talk about principles and not persons. It's all right to go on the air and lift the living hide off an opponent and boy how I like to do it! I mean it's all right as long as he has an equal chance to come back and lift off your hide. But where you have the air four nights a week, and he maybe not at all, or if at all, only once—it's like a duel where you get ten shots to the other fellow's one.

I am awfully sorry about that. The knock-down and drag-out debate is one of the oldest and most valuable of American institutions. It is a lost art and it is a grievous loss. It gave to people both sides of every argument at the same time and hot off the griddle. Some genius is coming along some day and find a way to revive it on the air. But he hasn't come yet and these broadcasts can't even be shadow boxing with an imaginary opponent. The best you can expect to see is a man winding up and knocking himself out because he isn't good enough.

Joint Rates Announced For Member Stations in Pacific Northwest Group

A NEW joint rate card, covering the five stations of the recently formed Pacific Northwest Coverage Group, the new two-station Z-Bar Network in Montana, and the three-station Washington-Oregon Network, was made public this month by E. B. Craney, manager of the projects and head of KGIR, Butte.

The Pacific Northwest Coverage Group embraces KGIR, Butte, and the new KFPA, Helena, which constitute in themselves the Z-Bar Net; and KRSC, Seattle, KFPY, Spokane, and KXL, Portland, which make up the Washington-Oregon Net. Stations are connected during evening hours by telephone lines, with programs originating in any of the cities. For the five stations one-time base night rates of $214.40 per half-hour, $119.20 per quarter-hour, $78.40 for five minutes, and $50.60 for a one-minute announcement or 30-word chain breaks are established.

For the Washington-Oregon Net of three stations, the one-time base night rates are $176.40 per half-hour, $101.70 per quarter-hour, $63.90 for five minutes and $42.75 for one-minute announcements or 30-word chain breaks. For the Z-Bar hookup, the one-time base night rates are $72, $36, $27 and $15.75, respectively. Joseph H. McGillvra is the representative for all groups.

Among the accounts already on the KGIR-KFPA hookup are Lydia Pinkham, Texaco news flashes, Cystex, Montana Power Co., Western Auto Supply and Morning Milk Co. The combination started operations Oct. 1.

Globe Flour Campaign

GLOBE GRAIN & MILLING Co., Los Angeles, which hasn't used radio in many years, on Oct. 27 will launch a 26-week campaign on 6 NBC-Pacific Red stations (KFI, KPO, KFBK, KWG, KERN, KMJ) and KDYL, Salt Lake City, to call attention to its Globe A-1 Pancake and Waffle Flour and other cereal products. Program, titled *The Best of the Week,* is to be heard Wednesdays and Fridays, 11:45 a. m.-12 noon (PST), and features Clinton (Buddy) Twiss and Joe Parker as commentators. They will give the best news items of the week, stressing the human side of each story. As a merchandising tiein, a handwriting chart will be offered for one carton top of any of the sponsors' various products. Agency is Dan B. Miner Co., Los Angeles, with Isabel Moses, account executive.

Foley Adding to List

FOLEY & Co., Chicago (Foley's Honey & Tar Cough Syrup), will start minute WBS transcriptions six times weekly on WEBC, Duluth, Oct. 18 and over WOKO, Albany; WFBL, Syracuse, and WNBF, Binghamton, Nov. 1, with other stations to be added later. Foley's is continuing with quarter-hour live shows thrice weekly on WLW, Cincinnati, five times weekly on WLS, Chicago, and six times weekly on WWVA, Wheeling. Lauesen & Salomon, Chicago, is the agency.

XUM

CAMERA MAN SNAPS BIG CLEVELAND PROMOTION

W-G-A-R
goes
Columbia

Every taxi in the city of Cleveland and suburbs (450 cabs) for two weeks carried tire covers announcing "WGAR Goes Columbia!" Imprinted separately on covers were caricatures of Columbia stars.

WORTHS
millinery
GAZELLE
RESTAURANT
W-G-A-R
Columbia

Street cars and motor coaches operating throughout the Cleveland district carried striking, colorful car cards on their dashes to still further spread the word of WGAR's affiliation with Columbia.

WGAR GOES COLUMBIA
The Cleveland Press
WGAR Puts Columbia Stars On Air Here
W-G-A-R

When WGAR, top Cleveland station in number of accounts and dollar volume, joined Columbia's net, a special section in The Cleveland Press was used to focus listener attention on programs of its new advertisers.

MAJOR
BOWES
W-G-A-R
goes
Columbia

W-G-A-R
goes Columbia

Riders of trolleys and coaches glanced up from newspapers and again beheld the reminder . . . "best radio shows by far . . . Columbia net plus WGAR!"

WE'RE SPORTING
NEW TOGS
W-G-A-R GOES COLUMBIA
W-G-A-R

Ads in a dozen trade papers carried punch-line to smart time buyers . . . "we haven't gone high hat in our new togs . . . the old rate card is still in effect." A die-cut folder of the symbolical hat also spread the announcement.

Up famed Euclid Avenue, several hundred giant shields bore WGAR's message. On each, the air-star of some advertiser was featured.

W-G-A-R
goes
Columbia
W-G-A-R
goes
Columbia

Thousands visited WGAR's fine new studios . . . saw this display stand, and other interesting promotional material on CBS and local programs.

Gala broadcast, fed to a CBS coast-to-coast network, again demonstrated WGAR's ability to create the best in radio shows.

Kroger Programs Weave Guests Into Theme of Scripts

Personality of Visitors Now Capitalized by Retail Chain

By CHAS. M. ROBERTSON Jr.
Ralph H. Jones Co., Cincinnati

PROOF of the constantly increasing importance of the daytime audience is evidenced by the fact that Ralph H. Jones Co. of Cincinnati and New York is pioneering in a new venture—that of weaving into one of its daytime shows not only the special ability, but the personality as well of some of radio's great individual stars.

This new precedent went into effect during the week of Oct. 4 on the Kroger Grocery & Baking Co.'s daily *Linda's First Love*. This popular program, spotted five days each week on 23 stations from Pittsburgh to Kansas City and from Atlanta to Chicago, and transcribed by World Broadcasting System, adheres to the daytime formula of love, money and social problems . . . with all attendant difficulties. It is an exceedingly popular feature, having been accorded top ranking among daytime shows in the Midwest.

The result of this new policy on the part of Ralph H. Jones Co. is being eagerly watched. This is the first time that some of radio's foremost names have been brought into this or any other show, not merely as single-time "guest artists," but as definite additions to the script plot. Not only will this innovation add greatly to listener interest, but it will afford the radio audience more than mere temporary contact with their favorites.

Living Their Parts

The stars who will be used from time to time are not, for example, to be wedged into the show with an introduction and one or two songs and then dropped and forgotten after having temporarily upset the otherwise normal progression of the story. It is our purpose to have these nationally famous artists live, love, work and trudge along shoulder to shoulder and hand-in-hand with the familiar characters in the story. This constitutes a radical departure from the heretofore accepted *one-time* policy.

Irene Beasley was first to appear as Linda's co-star. Since she first "stumbled into singing over the air," as she puts it, Miss Beasley's progress in radio has been consistently upward, having been featured and starred in numerous commercial shows on both NBC and CBS.

Plans are now under way to acquire the services of other nationally famous radio stars; and it is obvious, if this new idea of Ralph H. Jones Co. is copied by others, that daytime radio programs will be given another welcome and justly deserved upward boost.

New Bi-So-Dol Program

AMERICAN HOME Products Inc., New York, has started a new serial on NBC's Blue network to advertise Bi-So-Dol. Titled *Mr. Keen, Tracer of Lost Persons*, the series deals with the adventures of this newcomer to the field of detective broadcasts and will be broadcast three evenings weekly for 15 minutes. Program is placed through Blackett - Sample - Hummert Inc., New York.

WJR
WLW
WMC
WTAM
WTMJ
NBC
GO

THAT FAN MAIL—Here is a section of the mail room of the Kroger Grocery & Baking Co., at which fan mail received by stations carrying its WBS transcribed series, is distributed and checked.

Snyder Is Elevated

GLENN SNYDER, manager of WLS, Chicago, was elected vice-president of Agricultural Broadcasting Co., operating the station, at a board meeting held Oct. 8. The announcement was made by Burridge D. Butler, president. Mr. Snyder succeeds C. V. Gregory, who retired from the company several months ago to become an executive of another farm publication. Mr. Snyder has been with WLS for the last seven years.

Mr. Snyder

WTCN Names Whiting

APPOINTMENT of Lee L. Whiting, of Minneapolis, as Twin Cities and national sales manager of WTCN, Minneapolis, was announced Oct. 1 by Clarence T. Hagman, general manager. A member of the WTCN sales staff for the last three years, and before that in newspaper advertising, he succeeds Mr. Hagman, who has acted in both capacities since his appointment as general manager several months ago. Mr. Whiting was educated in Southern California and is 33 years old.

Mr. Whiting

TREND TO PUBLIC SERVICE SPOTS

Grouping of Announcements Advised; The Value of Institutional Programs to Sponsors

By HARBEN DANIEL
Director of Sales and Merchandising, WSM, Nashville

Mr. Daniel

WHILE it is true that American broadcasting is supported by a competitive commercial system, it is also true that commercialization is entirely secondary to the rendering of a worthwhile public service. The fact that this system has succeeded is fully evidenced by the high standard of public service rendered by American stations, as compared to other countries.

No one denies that there has been some commercial exploitation of radio. In a medium with such intimate appeal, it was only natural that some improprieties should have occurred. But this is the exception. Despite some criticism to the contrary, the fact remains that the standard of advertising in radio is equally high (and in many cases higher) than that which prevails in other media.

This is as it should be. Intimate in its appeal, radio's voice is guarded jealously. It is encouraging that stations with the highest standards of advertising and program service, often at the sacrifice of revenue, have in the long run actually strengthened their economic positions.

If this is the experience of broadcasting companies, then it must inevitably be the experience of advertisers. In fact, statistics show that public service, or semi-public service broadcasts, have achieved notable results for sponsors.

Spot Controversy

At the recent NAB convention in Chicago, there arose controversy over spot announcements. There is a need and a place for classified, or small spot advertising in radio, just as in newspapers and magazines. To eliminate this service would be to bar small competition, leaving the medium exclusively to larger advertisers who could afford the cost.

The day is near when stations, networks, advertisers and agencies will get together to eliminate classified advertising from peak daytime and evening hours. A number of stations are already doing this, by grouping all announcements in specified periods. These announcements still have the advantage of a peak audience and are free from direct competition for attention. But the main point is that spot announcements handled in this way do not distract attention from the message of the advertiser who has gone to the expense to build up his own audience through the presentation of an appealing program.

Advertisers and advertising agencies have discovered that, while the announcement type of copy is highly impressionable, it lacks the good-will influence and lasting effect of copy appropriately woven into a program that has some institutional value in addition to direct sales appeal. Indeed, it could almost be said that the more service a program renders to the listeners, the more institutional value it has for the advertiser.

Obviously, there are many types of public service programs which can never be commercialized in good taste. The *National Farm & Home Hour* is an example. On the other hand, many public service programs lend themselves to commercialization, and more and more advertisers are turning to this type of radio appeal.

Good-Will Appeal

The Pure Oil *Salute to Cities* can be classed as a public service broadcast. These programs glorified the history, beauty, culture and industrial progress of towns and cities throughout the South, and gave them a means of publicity that was of definite interest and value to the entire community.

The tremendous goodwill influence of the *Pure Oil Salutes* made direct sales appeal both inappropriate and unnecessary. Increased sales followed a natural appreciation for the contribution the advertiser had made to the community, and the public favor thus built up had a far more lasting effect than the usual type of program.

Another typical example of public service was *America's Flag Abroad*—a series of programs based upon dramatic highlights in the history of the diplomatic corps. These programs, conceived by the Educational Department of the National Life & Accident Insurance Co. and prepared in cooperation with the State Department at Washington, authentically portrayed significant historical events.

With such goodwill now a major objective of practically every business institution, it is apparent that there is a definite trend toward commercial sponsorship of programs that make some worthwhile contributions to society.

Coco-Wheats Placing

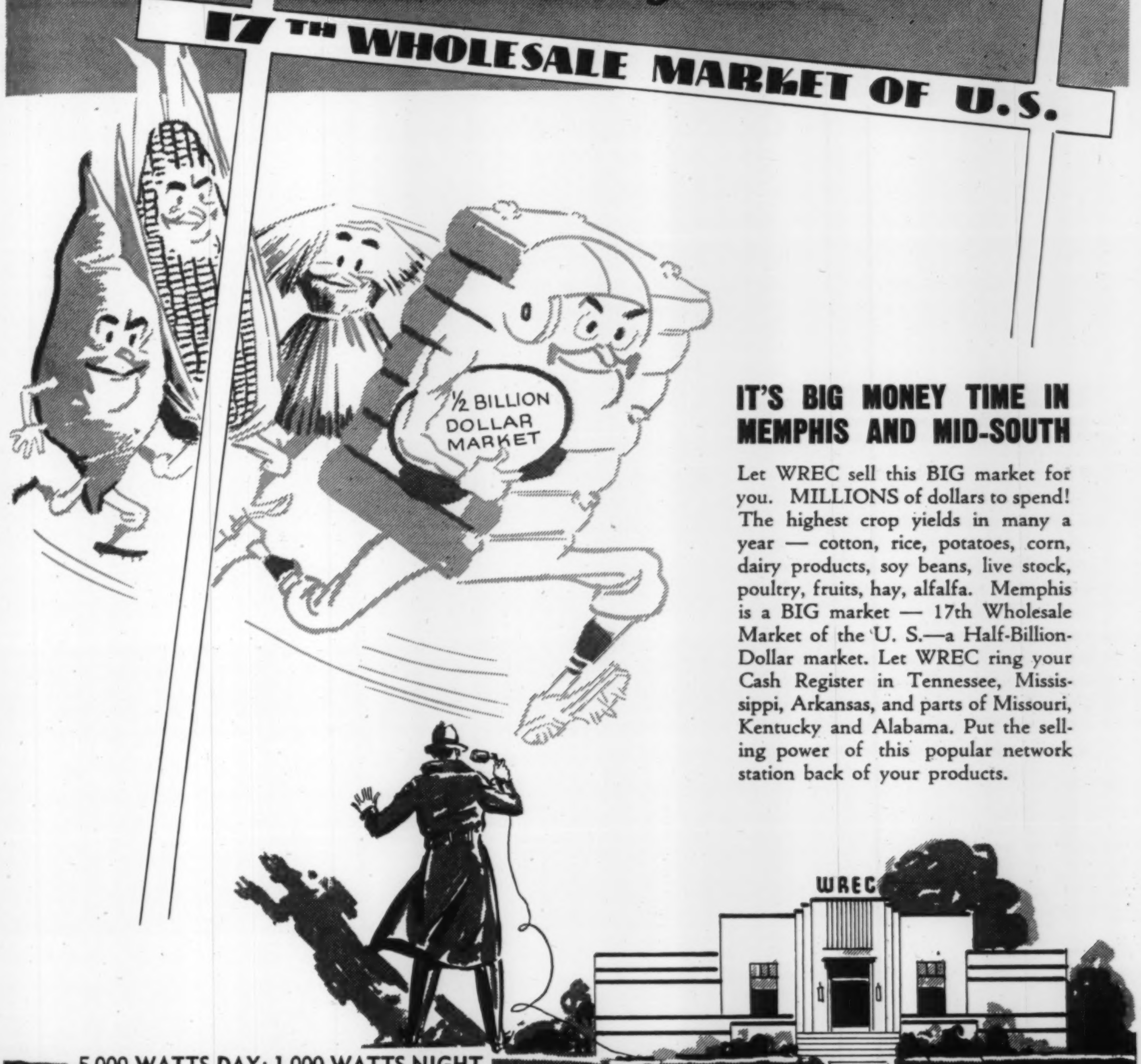
LITTLE CROW MILLING Co., Warsaw, Ind. (Coco-Wheats), will start *Jolly Joe*, children's program, on WLS for the past two years, over a three-station Mutual network starting Nov. 1. Program will be broadcast at 4:00-4:15 p. m. (CST) over WGN, CKLW and WCAE. In addition, Little Crow is sponsoring *Jolly Joe & His Pet Pals* over WLS, daily except Sunday, at 7:45-8 a. m. and has started children's programs and participations and home economic programs on seven other stations. Rogers & Smith, Chicago, is agency.

WJR Income Rises

THE statement of WJR, Detroit, for the first nine months of this year discloses a material advance in profits over the comparative period of 1936. Net profit was reported at $390,399 after all charges but before surtax, equivalent to $3 a share on the 130,000 shares of common stock. In 1936 for the first nine months profit amounted to $322,439, or $2.48 a share. Net sales for the nine-month period totaled $1,043,013, against $917,029 in the like 1936 period.

The Big Push Is On

in the *Mid-South* with WREC covering the Market



IT'S BIG MONEY TIME IN MEMPHIS AND MID-SOUTH

Let WREC sell this BIG market for you. MILLIONS of dollars to spend! The highest crop yields in many a year — cotton, rice, potatoes, corn, dairy products, soy beans, live stock, poultry, fruits, hay, alfalfa. Memphis is a BIG market — 17th Wholesale Market of the U. S.—a Half-Billion-Dollar market. Let WREC ring your Cash Register in Tennessee, Mississippi, Arkansas, and parts of Missouri, Kentucky and Alabama. Put the selling power of this popular network station back of your products.

5,000 WATTS DAY; 1,000 WATTS NIGHT

NATIONAL REPRESENTATIVES
PAUL H. RAYMER COMPANY
NEW YORK · CHICAGO · SAN FRANCISCO

WREC

TENNESSEE'S FIRST AND MEMPHIS FINEST RADIO STATION · AFFILIATED WITH COLUMBIA BROADCASTING SYSTEM

MUSIC PUBLISHERS OFFER TRADE RULES

RULES proposed by the Popular Music Publishing Industry designed to stop unfair trade practices were submitted to the Federal Trade Commission at a hearing Oct. 4 before George McCorkle, director of trade practice conferences. The Commission took the proposed rules under advisement, but gave no indication of when it would take action.

The industry proposes to consider it an unfair trade practice to pay performers "push money" or other gifts as an inducement to perform numbers without consent of employers of performers or with or without the consent of employers where the purpose is to lessen competition or restrain trade in marketing sheet music or orchestrations.

Leasing or sale of music for use or resale with an unfair agreement not to deal with competitors is forbidden. Rebates and other forms of price discrimination are deemed unfair in domestic trade but quantity discounts, selection of customers and legitimate price changes are permitted. Brokerage and commission payments are placed under restrictions; advertising allowances must not discriminate among customers; special services must be afforded on terms available to all purchasers; price discrimination in violation of the Clayton Act is forbidden.

WBAA Shift Docketed; WGVA Looks for Site

PLANS to move WBAA, Purdue University station at W. Lafayette, Ind., into Indianapolis, were disclosed Oct. 5 when the FCC Broadcast Division ordered a hearing on the proposal and also on the application of the station to increase its power to 5,000 watts day and 1,000 night. The university station, a non-commercial outlet, now operates with 1,000 watts day and 500 night on 890 kc., sharing time. It also seeks full time. The date of the hearing has not yet been set.

Plans meanwhile are going forward for the new WGVA, Indianapolis, 1,000 watts daytime on 1,050 kc., which the FCC authorized for construction last March. It is reported a site is being sought. Glenn Van Auken, Indianapolis attorney, holds the construction permit.

FCC Approves Two

IMPROVED facilities for two stations were approved Oct. 5 by the FCC Broadcast Division. KLPM, Minot, N. D., was authorized to change frequency from 1240 to 1360 kc., and increase its power from 250 watts to 500 watts night and 1,000 watts day, and change hours of operation from specified to unlimited, effective Nov. 23. Examiner Bramhall was sustained. KINY, Juneau, Alaska, was authorized to increase its power from 100 watts to 250 watts, unlimited time, effective Nov. 23. Examiner Hyde was reversed.

OKLAHOMA NETWORK Inc., Oklahoma City, has moved its offices to the Wells-Roberts Hotel from 1800 West Main St., according to an announcement by Buryl Lottridge, managing director.

CBS Promotes Taylor

Mr. Taylor

DAVIDSON TAYLOR, former announcer of the Philharmonic-Symphony Society and the Stadium Concert broadcasts on CBS, has been appointed head of the network's music division. Coming to CBS from WHAS, Louisville, Mr. Taylor has worked himself up steadily in the program department and his new appointment climaxes a period of production of many of the network's presentations of serious music. He has just returned from a month's vacation in Europe.

Suit, Counter Suit

BARNEY'S Inc., New York, men's clothing store, has filed suit against WNEW, New York, for alleged failure to broadcast announcements according to contract. On the same day, Oct. 8, the WNEW Artists' Bureau filed cross-suit against Barney's Inc., charging use of transcriptions of the voice of Martin Block, announcer for whom the Artists' Bureau claims to have exclusive contract, on stations other than WNEW. Barney Pressman, head of Barney's Inc., is suing for $108,000, the full amount paid to WNEW from February, 1934, through August, 1937. Suit of the station's Artists Bureau is for $147,090, which amounts to $10 for each broadcast of Block's recorded voice used on WAAT, Jersey City, WHN, WMCA, and WINS, New York, over a period of two years.

Cecil U. Price

CECIL U. PRICE, 44, for the last five years manager of KFH, Wichita, Kans., died Oct. 5 in Wichita Hospital. He had suffered from a kidney ailment contracted during the World War when he was engaged in experimental work in the gas division of the governmental laboratories in New York. While Mr. Price had been ailing for some time, his condition did not become critical until after his return from a business trip to Washington in early September. Prior to taking over the management of KFH in 1931, Mr. Price was secretary-treasurer of the Goodin Radio Co. He is survived by his widow, mother and brother. Russel L. Lowe, commercial manager of KFH, has been designated acting manager.

American System Offers Free Speech, World's Best Programs, Hard Asserts

Mr. Hard

"OUR RADIO service in America is the world's most democratic, the world's most entertaining and the world's finest," declared William Hard, noted radio commentator and publicist, now attached to the Republican National Committee, in an address on "Freedom of the Air" during the *New York Herald-Tribune Forum* Oct. 4. Mr. Hard asserted that there is no censorship of public men in Washington because the FCC has no authority to censor them and because "the broadcasting companies do not dare, and do not want, to censor them."

"I therefore all the more regret," he said, "the occasional behavior of a certain minority of radio station managers. They seem now and then to dream that they have a responsibility for what their invited speakers on public affairs may say. Of course they have a responsibility for what is said by their employes. But if, when and as they may try to censor an invited speaker on public affairs, they are outside the proper spirit of American radio."

Mr. Hard suggested to his audience, which included the NBC-Blue network, that the minority of managers can be given "a good push" by a "well publicized complaint to the FCC."

"If any local station of yours is not granting free speech," he said, "or if it is not broadcasting the views of all substantial elements in your locality, if it is not being impartial, if it is not being complete, if it is not presenting a rounded array of public-service programs, why, get your fellow-citizens together and write to the FCC about one month before that station's six months' license on the air expires. Pretty soon, if enough of you everywhere do it, you'll get the FCC into publishing the public-service program record of every radio station before it renews its license. And pretty soon you'll have more public-service programs than you wanted."

"Radio stations operate on the ether. And who owns the ether? Nobody. Which, as Aristotle himself remarked, is the same thing as saying everybody. And who represents everybody? There is only one thing that represents everybody. And that's the Government. So the Government, as trustee for the people, owns the ether. We sometimes speak of the NBC air, the CBS air, the MBS air, the PDQ air. We shouldn't. It's not the PDQ air. It's the people's air. The scientific facts make it so. The laws of the United States make it so. Just as much as in Germany, just as much as in Italy, just as much as in Russia, just as much as in any collectivist country, the ether in the United States is public common property.

"But then we part company with those countries and with almost all other countries. We regard the Government as the trustee for the people. Yes. But we do not want it to be the manager of the people. We do not want it to manage the thoughts of the people. So we take the ether and we split it up and we assign a small fraction of it, under licenses which expire every six months, to each of some seven hundred broadcasting stations, almost all of which are owned by private persons. Now observe. Here are two consequences. Each of vital importance to free speech.

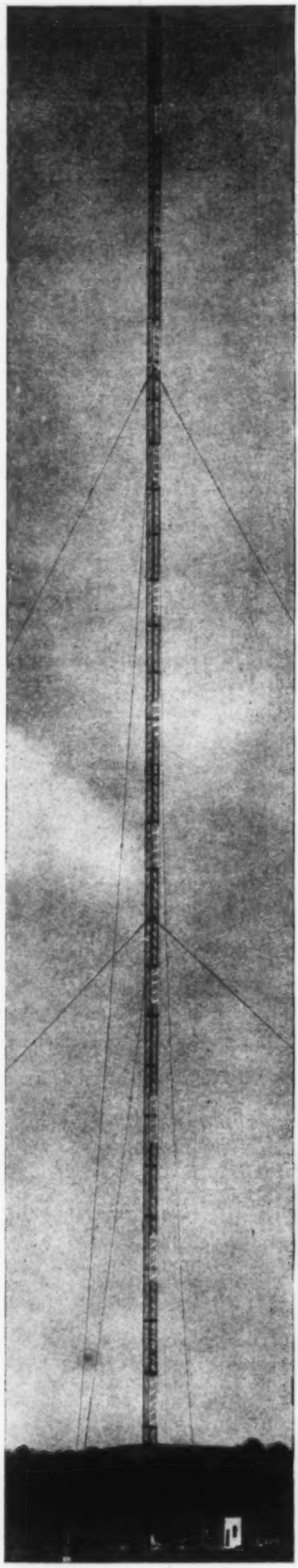
"The first is competition. These stations compete. There is no other such competition among radio stations anywhere else in the world. These American stations compete with one another, some of them locally. They compete with one another, some of them, regionally. They compete with one another, some of them, through chains, nationally. They virtually all of them in some way compete—and compete intensely. They compete for advertisers. They compete for speakers. And it is their competition for speakers which is the basic reason why the American air presents more views, many sorts of views, more conflicting sorts of views, than any other air."

Sues on Script

SUIT to recover $160,000 damages from the Los Angeles Broadcasting Co. Inc., operating KFAC, that city, and a plea for an injunction against further broadcasting of *Doctors Courageous*, dramatic serial, was filed in Los Angeles Superior Court, Sept. 30 by Tom Gibson, radio and motion picture writer. Gibson alleges that the title and material of the current series, sponsored by Horton & Converse, Los Angeles chain druggists, is based on a cycle he wrote and produced for the station two years ago. He charges that after writing and producing the program on KFAC for 40 weeks under sponsorship, his services were dispensed with, but that the station continued to use the title with another writer assigned to prepare the scripts. He contends that the title and material are his and are being used without his consent.

Listen In as Movie

WARNER BROS. is making a movie of the radio book *Listen In*, written last spring by Maurice Lowell of the NBC-Chicago production staff. Mr. Lowell has been appointed technical adviser of the movie short, action of which takes place at the *Hit Parade* and *Magic Key* broadcasts in New York and the Alka-Seltzer *National Barn Dance* and *National Farm & Home Hour* programs in Chicago. The movie short will present every step in the production of a major network show. The picture will be released in November. Lowell's book, "Listen In, an American Manual of Radio," was published March this year by Dodge Publishing Co., New York.



710 FEET *of broadcasting efficiency* AT KDKA

Piercing the sky at 710 feet . . . the new Truscon Vertical Radiator at KDKA, Pittsburgh, Pa., is the tallest uniform cross-section radiator on the North American continent. ● By contributing to greatly increased signal strength and enlargement of the KDKA primary service area, the new Truscon Vertical Radiator provides expanded commercial advantages for this highly successful station. ● Structural stability of the Truscon Vertical Radiator is evidenced by this fact: the average material thickness with heavy solid rounds is equivalent to the most conservatively designed bridge structure. Maintenance costs and corrosion hazards are reduced to a minimum. ● Truscon engineers cooperate with station engineers and radio consultants to determine the most efficient and economical design of Truscon Vertical Radiators to meet specific requirements. Write for complete information.

TRUSCON STEEL COMPANY • YOUNGSTOWN, OHIO

Truscon VERTICAL RADIATORS

How Canada Solved Copyright Issue

Government Formula Specifies Amount of Payments; Cordial Relations Among Parties Maintained

By HARRY SEDGWICK
President, Canadian Association of Broadcasters
As told to James Montagnes

CANADIAN broadcasters pay a lump sum of $70,000 a year for the use of copyrighted music. They pay no additional charges, and they know at the beginning of the year just what their portion of the $70,000 will be. That one known figure which broadcasters must meet is the result of negotiations between the Canadian Association of Broadcasters and the Canadian Performing Rights Society Ltd., the Canadian ASCAP.

This set annual sum has been in force in 1937, and was brought about by a government inquiry into the activities of the CPRS. Unsettled conditions as to payments to the CPRS by all users of copyright music, rates which were considered exorbitant, and announcements of increases in rate schedules forced all users of music including broadcasting stations, theatres, hotels, restaurants, agricultural and industrial exhibitions, to form the Musical Protective Society.

Public Investigation

Agitation for this began in 1933. With all commercial users of music banded together, the government at Ottawa was petitioned to investigate the copyright situation under the Inquiries Act and the Copyright Amendment Act of 1931. In April, 1935, Judge James Parker as Royal Commissioner, began investigations in Toronto. The Commission also sat in Montreal, Ottawa, Halifax, Moncton, Winnipeg, and Regina, taking evidence and receiving information for 33 days, concluding its investigations on July 19. The inquiry was very exhaustive, with 143 witnesses including a number from the United States and England, and the filing of 274 exhibits.

Judge Parker made his report in October. As far as the broadcasters were concerned, he pointed out that the CPRS rate of charging stations at the schedule of 10 cents per licensed receiving set in their area was too high, above that charged in the United States. He felt that 8 cents would be sufficient, and if all sets in Canada, not just those licensed, were taken into consideration, 7¾ cents per set would be a fair rate. As a result Canadian broadcasters immediately received a return on the money they had invested in the inquiry, by receiving a Commission-ordered rebate on their 1935 and 1936 assessment from the CPRS of 2 cents for each receiver licensed in their region.

As a result of the inquiry the Copyright Amendment Act was passed in 1936, which provides that all claimants for performing right fees file their tariffs at the end of October for the following year, leaving 30 days for the music users to file their objections. An Appeal Board is provided for in the Act to hear such objections and arguments and make final rulings.

MR. SEDGWICK

The CPRS filed its 1937 tariffs pursuant to the 1936 Act and the Copyright Appeal Board approved of the schedule drawn up by the CAB and the CPRS. This schedule and formula on which it is based became the basis on which the 1937 payments were made.

The formula is based on a rate of 8 cents per licensed receiving set, population, number of licensed receiving sets per population, power of a station, number of stations in an area and the daily operating schedule of a station.

Each radio station is considered as having a broadcasting center, the most populous city or town within its effective range. The population of each of these centers according to latest government figures is totaled to give the population within effective radio range in each of the nine provinces of the Dominion. To arrive at the number of receiving sets per capita, the provincial population of the broadcasting centers is divided into the number of receiving sets licensed by latest government figures for each province.

How the Formula Works

This figure is used to determine the number of radio sets in each broadcasting center by multiplying it with the population figure of that center. With the number of sets thus allocated to each broadcasting center, the fee each station will pay CPRS is determined.

Based on the 8 cents per receiving set as suggested by Commissioner Parker in his report, a schedule was worked out for various powered stations. Under 500 watts, a station pays at the rate of 3.2 cents per set. From 500 watts but under 5,000 watts the rate of 4.8 cents per set, and station of 5,000 watts or more pays the full 8 cents per licensed set.

This rate is multiplied by the number of sets allocated to each broadcasting center, giving the hourly annual fee to be paid to CPRS. If there is more than one station in a broadcasting center a graduated reduction is applied, ranging from 25% for 2 stations, 35% for 3 stations, to 50% for 6 stations.

It is estimated that broadcasters on the air 16 hours are not likely to use copyright music for more than 10 hours. This fact is applied to the formula by multiplying 10/16 of the station's daily operating time to the hourly annual fee.

A concrete example would be to determine the fee for a 5,000 watt Montreal station. The total broadcasting center population for Quebec province is 1,092,920. The number of licensed receivers is 221,702. The number of sets per capita is therefore .20286. Montreal's population is 818,577. The number of sets allocated to Montreal is thus 818,577 multiplied by .20286, which give 166,055.

The rate for a 5,000 watt station is 8 cents per set. Multiply 166,055 by 8 and apply a reduction of 40% because there are 4 stations in Montreal, and the annual hourly fee that station would pay is $797.06. But the station is on the air 16 hours a day. Applying the 10/16 formula, the annual fee becomes $7,970.60.

The formula has worked out successfully, and the best of relations exist between the broadcasting stations and the CPRS. The stations need not pay their assessments in one lump sum, but can make monthly payments without being charged interest. The CAB has assisted the CPRS in collecting its outstanding accounts.

The CAB does not include all Canadian stations, but practically every privately owned station. Nevertheless, it works out copyright problems closely with the Canadian Broadcasting Corp. stations and the Manitoba Government Telephone stations. The assessment, incidentally, applies to government owned stations as well as those privately owned.

THE AUTHOR, managing director of CFRB, Toronto, one of the most powerful and successful of privately-owned broadcasting stations in the Dominion, was largely instrumental in drawing up the Canadian copyright formula and in carrying on the negotiations with the Canadian copyright body. As a result, copyright is considered a solved problem in the Dominion.

Liberty on WLW Line

MACFADDEN PUBLICATIONS Inc., New York, for *Liberty* magazine, has started a new series featuring Paul Sullivan, WLW commentator, in *Behind the News*. Half-hour program started Oct. 5 on three stations of the WLW Line as a test, and other outlets will be added later. Erwin, Wasey & Co. Inc., New York, is the agency.

MICHIGAN STATIONS FORM STATE GROUP

FORMATION of the Michigan Broadcasters Association was effected at a meeting in Detroit, Oct. 4, with James F. Hopkins, president of WJBK, Detroit, elected its first president. Other officers are John E. Fetzer, WKZO, Kalamazoo, vice-president, and Howard Loeb, WFDF, Flint, secretary-treasurer.

In addition four directors were elected to serve with the officers as a board of seven. They are W. J. Scripps, WWJ, Detroit, who is also an NAB vice-president; Owen Uridge, WJR, Detroit; Arch Shawd, WXYZ, Detroit, and Roy Radner, WIBM, Jackson. The meeting was attended by James W. Baldwin, NAB managing director, who reviewed current iudustry problems in an off-the-record discussion.

Attending the meeting, in addition to those named, were G. F. Ashbacker, WKBZ, Muskegon; Ellis C. Thompson, WEXL, Royal Oak; Howard M. Steed, WMBC, Detroit; S. F. Northcott, WBCM, Bay City, and D. E. Jayne, WELL, Battle Creek.

Stunts Feature Opening Of KSRO, Santa Rosa

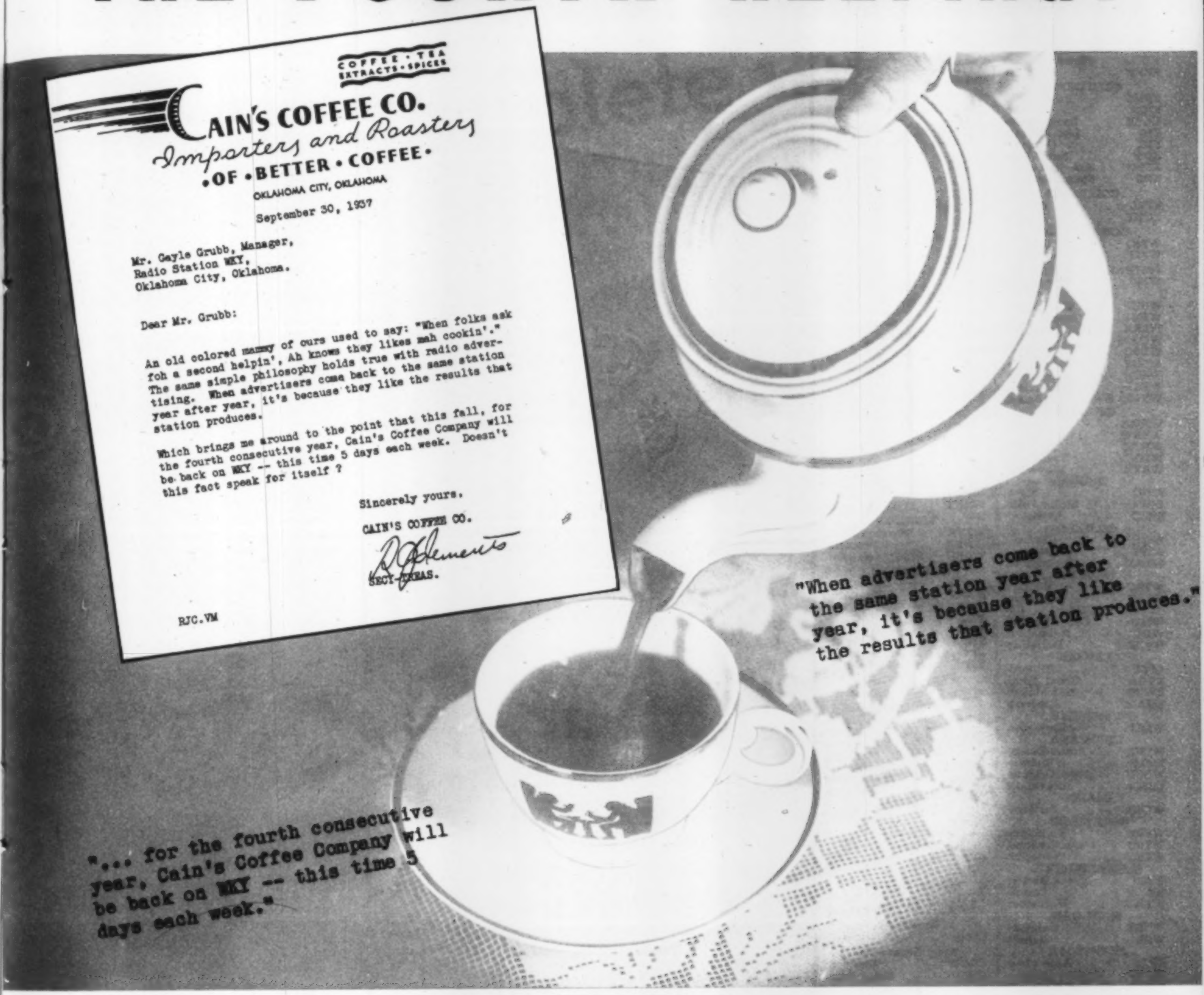
WITH a substantial list of sponsors, chiefly local and nearby merchants, the new KSRO, Santa Rosa, Cal., 250 watts daytime on 1310 kc., is now on the air under the management of Rossell F. Bjorn. Its staff includes Don Avery, formerly with KROW, Oakland, commercial manager; J. C. Van Groos, formerly of KFBK, Sacramento, chief engineer; Andrew Potter, formerly with KOH, Reno, and KGGC, San Francisco, program director; Irvin Carlson, announcer; Lee Berryhill, assistant engineer. The station is equipped with RCA apparatus throughout, subscribes to *NBC Thesaurus* and maintains a 12-piece studio orchestra.

To create interest in its opening, KSRO conducted a talent search in each of the eight communities it plans to serve, in cooperation with the local chambers of commerce. Actual auditions were held in each town and the winners selected. The first two hours on the opening day, Sept. 19, were occupied with 15-minute salutes to these towns. Each quarter-hour featured the talent winners, the studio orchestra and the mayors of the respective towns. From 3 to 4 p. m. the formal dedicatory program was broadcast from the local high school auditorium before 11,000 persons. Bob Bence, Mutual-Don Lee network announcer and master of ceremonies, was guest master of ceremonies.

Seeks Norfolk Station

SEEKING the same facilities applied for by S. L. Slover Inc., which published the *Norfolk Virginian-Pilot*, operating WTAR, and the *Richmond Times Dispatch*, operating WRTD, the Colonial Broadcasting Corp. of Norfolk on Oct. 1 filed with the FCC an application for a new station in that city. The facilities sought are 100 watts night and 250 watts day, unlimited time, on the 1370 kc. channel. The organization was formed last month by the *Newport Daily Press* and *Times Herald*, of which Maj. Raymond B. Bottom is president.

THE FOURTH HELPING!



COFFEE • TEA
EXTRACTS • SPICES

CAIN'S COFFEE CO.
Importers and Roasters
• OF • BETTER • COFFEE •
OKLAHOMA CITY, OKLAHOMA

September 30, 1937

Mr. Gayle Grubb, Manager,
Radio Station WKY,
Oklahoma City, Oklahoma.

Dear Mr. Grubb:

An old colored mammy of ours used to say: "When folks ask foh a second helpin', Ah knows they likes mah cookin'." The same simple philosophy holds true with radio advertising. When advertisers come back to the same station year after year, it's because they like the results that station produces.

Which brings me around to the point that this fall, for the fourth consecutive year, Cain's Coffee Company will be back on WKY -- this time 5 days each week. Doesn't this fact speak for itself ?

Sincerely yours,

CAIN'S COFFEE CO.

RJClements

SECY-TREAS.

RJC.VM

"When advertisers come back to the same station year after year, it's because they like the results that station produces."

"... for the fourth consecutive year, Cain's Coffee Company will be back on WKY -- this time 5 days each week."

- Primary cog in the merchandising machine that has long kept Cain's Better Coffee one of the biggest sellers in Oklahoma has been WKY.

Early this month, Cain's Coffee Company began its fourth consecutive year on WKY. Justified by previous WKY performance, Cain's invested more heavily than ever, launched a quarter-hour live-talent show straight across the board.

With no inducement but results, no motive but profits, Cain's along with scores of other local and national advertisers spend more money with WKY than with all other Oklahoma City stations.

The aggregate superiority of WKY programs has gathered its own weight in audience . . . an audience so large and so profitable that advertisers keep coming back for more.

WKY *Oklahoma City*

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY — PUBLISHERS OF THE DAILY OKLAHOMAN, OKLAHOMA CITY TIMES, AND THE FARMER-STOCKMAN

REPRESENTATIVE - E. KATZ SPECIAL ADVERTISING AGENCY

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KOY	Phoenix
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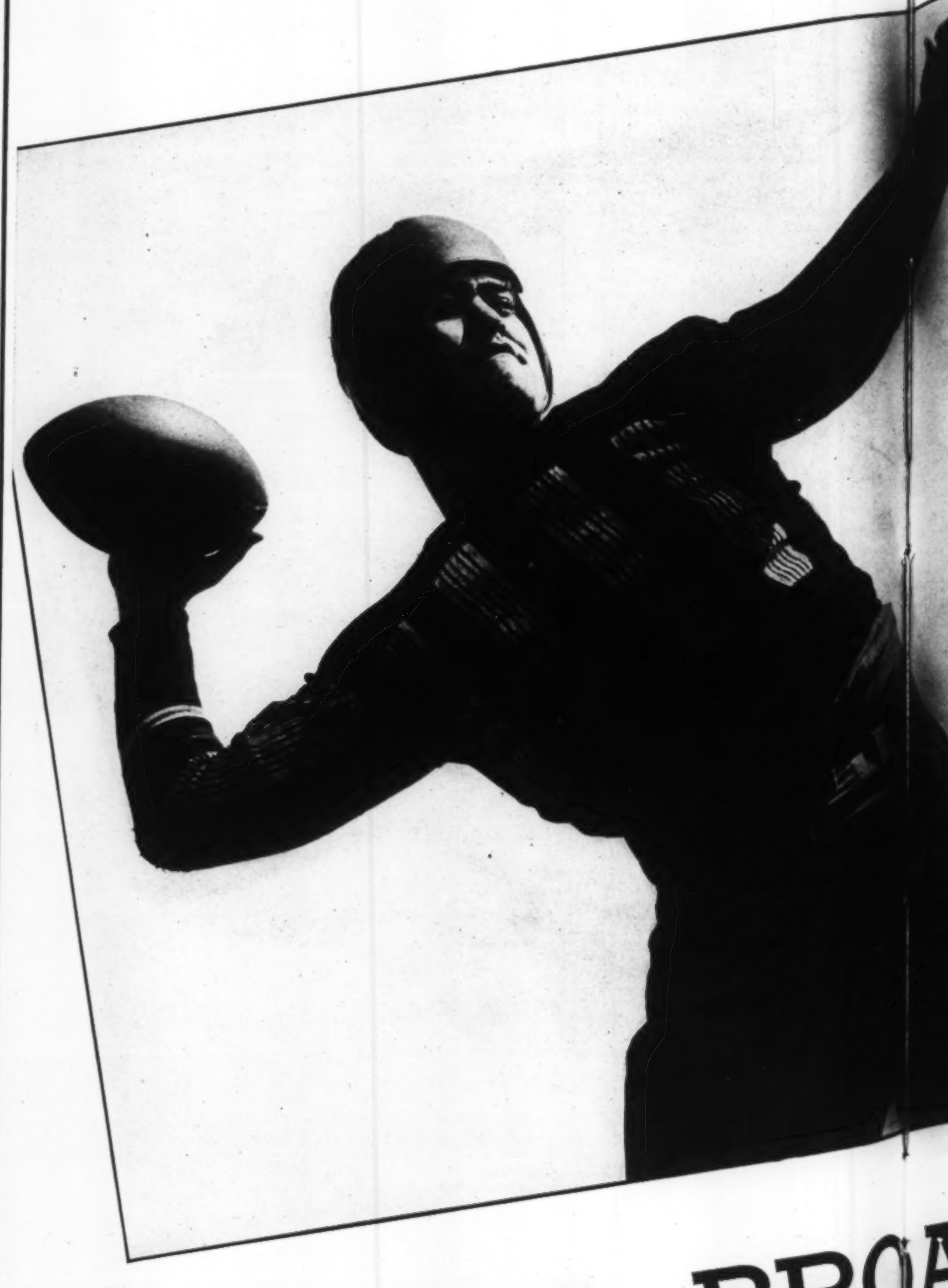
KUOA	Siloam Springs
KFPW	Ft. Smith
CALIFORNIA	
KPMC	Bakersfield
KIEM	Eureka
KGER	Long Beach
KHJ	Los Angeles
KLX	Oakland
KGB	San Diego
KFRC	San Francisco
KDB	Santa Barbara
COLORADO	
KFEL	Denver
KGHF	Pueblo
CONNECTICUT	
WTIC	Hartford
WELI	New Haven
DISTRICT OF COLUMBIA	
WJSV	Washington
FLORIDA	
WRUF	Gainesville
WMBR	Jacksonville
WLAK	Lakeland
WQAM	Miami
WDBO	Orlando
WFOY	St. Augustine
WSUN	St. Petersburg
WTAL	Tallahassee
WJNO	West Palm Beach
GEORGIA	
WAGA	Atlanta
WRDW	Augusta
WMAZ	Macon
WTOC	Savannah
WAYX	Waycross
IDAHO	
KIDO	Boise
KID	Idaho Falls
KRLC	Lewiston
ILLINOIS	
WGN	Chicago
WJBL	Decatur
WTAX	Springfield
INDIANA	
WTRC	Elkhart
WLBC	Muncie
IOWA	
WMT	Cedar Rapids
WOC	Davenport
WKBB	Dubuque
KANSAS	
KFBI	Abilene
KVGB	Great Bend
KWBG	Hutchinson
KOAM	Pittsburg
KENTUCKY	
WLAP	Lexington
LOUISIANA	
WJBO	Baton Rouge
KMLB	Monroe
WDSU	New Orleans
KRMD	Shreveport
MAINE	
WCSH	Portland
MARYLAND	
WFBR	Baltimore
WTBO	Cumberland,
WFMD	Frederick
MASSACHUSETTS	
WEEI	Boston
WCOP	Boston
WTAG	Worcester
MICHIGAN	
WHDF	Calumet
WJR	Detroit
MINNESOTA	
KATE	Albert Lea
WEBC	Duluth
KVOX	Moorehead
KROC	Rochester
KSTP	St. Paul-Minneapolis
MISSISSIPPI	
WAML	Laurel
WQBC	Vicksburg
MISSOURI	
KMBC	Kansas City
KWK	St. Louis
KGBX-KWTO	Springfield
NEBRASKA	
KFAB	Lincoln
KOIL	Omaha
NEW MEXICO	
KGGM	Albuquerque
KRQA	Santa Fe
NEW YORK	
WOKO	Albany
WGR-WKBW	Buffalo
WESG	Elmira
WOR	New York City
WQXR	New York City
WHDL	Olean
WHAM	Rochester
WFBL	Syracuse
NORTH CAROLINA	
WBIG	Greensboro
WAIR	Winston-Salem
NORTH DAKOTA	
KLPM	Minot
OHIO	
WJW	Akron
WHBC	Canton
WCKY	Cincinnati
WHK	Cleveland
WHKC	Columbus
WSMK	Dayton
WKBN	Youngstown
OKLAHOMA	
KADA	Ada
KVSO	Ardmore
KCRC	Enid
KBIX	Muskogee
KVOO	Tulsa
OREGON	
KFJI	Klamath Falls
KOIN	Portland
PENNSYLVANIA	
WCBA-WSAN	Allentown
WLEU	Erie
WKBO	Harrisburg
WCAU	Philadelphia
WIP	Philadelphia
WGBI	Scranton
RHODE ISLAND	
WJAR	Providence
SOUTH DAKOTA	
KABR	Aberdeen
TENNESSEE	
WOPI	Bristol
WDOD	Chattanooga
WREC	Memphis
WLAC	Nashville
TEXAS	
KFDM	Beaumont
KGFI	Brownsville
KRIS	Corpus Christi
KTSM	El Paso
WBAP	Ft. Worth
KXYZ	Houston
KFRO	Longview
KRLH	Midland
KPDN	Pampa
WOAI	San Antonio
KCMC	Texarkana
KGKO	Wichita Falls
UTAH	
KDYL	Salt Lake City
VERMONT	
WCAX	Burlington
WNBX	Springfield
VIRGINIA	
WSVA	Harrisonburg
WRVA	Richmond
WDBJ	Roanoke
WASHINGTON	
KXRO	Aberdeen
KVOS	Bellingham
KGY	Olympia
KOL	Seattle
KMO	Tacoma
KUJ	Walla Walla
KPQ	Wenatchee
KIT	Yakima
WEST VIRGINIA	
WHIS	Bluefield
WISCONSIN	
WEAU	Eau Claire
WHBY-WTAQ	Green Bay
WKBH	La Crosse
WIBA	Madison
WOMT	Manitowoc
WHBL	Sheboygan
WSAU	Wausau
HAWAII	
KGMB	Honolulu
CANADA	
Alberta	
CFAC	Calgary
CJCA	Edmonton
British Columbia	
CJAT	Trail
CKWX	Vancouver
Manitoba	
CJRC	Winnipeg
New Brunswick	
CKCW	Moncton
CHSJ	Saint John
Nova Scotia	
CHNS	Halifax
Ontario	
CKPC	Brantford
CRCO	Ottawa
CJIC	Sault Ste. Marie
CKCL	Toronto
CKLW	Windsor
Province of Quebec	
CKAC	Montreal
CKCV	Quebec
CHLT	Sherbrooke
CHLN	Three Rivers
Saskatchewan	
CJRM	Regina
FOREIGN	
Australia	
5 DN	Adelaide
4 BC	Brisbane
3 KZ	Melbourne
2 GB	Sidney
New Zealand	
1 ZB	Auckland
2 ZB	Wellington
3 ZB	Christchurch
4 ZB	Dunedin
France	
Radio-Toulouse	Paris
Mexico	
XEW	Mexico City

Union of South Africa
South African Broadcasting Corporation (Capetown, Durban, Grahamstown, Johannesburg)



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"...complete that pass"

It takes two to make good on a forward pass—the passer and the receiver.

To the stations listed at the left, World is "passing" a Program Service especially designed to score touchdowns in time sales and increased station prestige. These outstanding broadcasters are making good use of World Program Service every day of every month. Stations who are not familiar with the many exclusive features of World Service should write to World's station relations manager for full details. Get World Program Service and "complete that pass."

To advertisers, World is making the job of spot radio easier and more effective through its modern method of Selective Broadcasting—a swift, decisive way to hit each market exactly when and where it will do the most good. For complete information, write WORLD at Transcription Headquarters, 711 Fifth Avenue, New York City.

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Clearing For Action

Where there is no wood the fire goeth out, and where there is no talebearer the strife ceaseth.

WITH THIS apt quotation from Proverbs, Frank Ramsey McNinch launched his temporary tenure as chairman of the FCC. Those close to the Washington scene perceived in it a deep significance, particularly since it was evident he had picked the quotation with forethought.

Before he took office, Mr. McNinch spent much time studying the FCC problem. In his conversations with the President he was told of conditions. It was plain that the new chairman, quoting from Scriptures, found a parallel for what he construed as the real sorespot. Busybodies carrying tales to Congress, to New Dealers and anti-New Dealers and to Democrats and Republicans alike, have in large measure been responsible for the ill repute and cloudy atmosphere that has surrounded the FCC. Everyone interested in radio knows this; it is evident the chairman knows it too—and we think we are not going far astray in asserting he will soon be able to separate the wheat from the chaff, both as to the talebearers and their sometimes fantastic talebearing.

Mr. McNinch's maiden statement to the press showed him to be a man fully aware of his public responsibilities, and his record shows him to be a man of courageous and aggressive action. It is altogether likely that his views, when they are ready for more definite expression, will not be shared by the whole broadcasting industry. But he has not formulated those views yet, and he made it clear he is approaching his task with an "open mind." Radio can ask no more.

Rate regulation, license transfers, newspaper ownership, franchise taxes, local monopoly, network ownership—all these are fundamental problems that face Mr. McNinch and his colleagues. On practically every one of them his initial observation was that he desired to reserve opinion until further study.

Apropos rate regulation (and some sort of inquiry into radio's fiscal setup seems inevitable) we would like to make one observation. We recall that back in 1929 Chairman Ira E. Robinson of the Radio Commission also expressed the view that broadcasting was a public utility open to all comers who had the price. But he found and the courts held afterward that broadcasting was a peculiar sort of utility. It was not a common carrier, and it was not amenable to outright rate regulation, like power and the railroads, because the public's pocketbook is not immediately affected. It is the advertiser who pays for broadcasting's only commodity—time. And the advertiser represents an infinitesimal fraction of the public.

We do not project this as an answer to the new chairman, who made it plain he understands radio is not a common carrier. But it is a matter that merits serious consideration and, using the new chairman's own words, seems to us, also, an instance where the maxim *caveat emptor* (let the buyer beware) seems to fit.

We trust Mr. McNinch will have the full cooperation of his colleagues. President Roosevelt's letter to him is tantamount to instruction to other members of the Commission and its staff to cooperate. In the needful process of rectifying deficiencies in Federal regulation, there are bound to be some badly ruffled feelings—perhaps even a few casualties in personnel. More stringent regulation is inevitable, too, but the industry should be the first to welcome Mr. McNinch's promise of "favoritism to none" and his mandate of open covenants openly arrived at.

Foolish Taboo

TIME heals all wounds, the saying goes, and it took the chastening influence of time to bring radio to the realization that its public service mission is always greater than self-imposed prohibitions. We refer to the fact that on Oct. 4 NBC carried the speech by Dr. Thomas J. Parran, Surgeon General of the United States and the nation's leading crusader against venereal diseases. Nor did Dr. Parran pull his punches during his early evening talk, delivered as part of the *New York Herald-Tribune Forum*. An outstanding authority speaking on a vital subject, Dr. Parran's speech did not delete the word "syphilis" and did not defer to artificial audience susceptibilities. He was once banned by one of the networks and, we think justly, raised considerable fuss over the matter. Then a few independent stations took up his crusade through their local medical societies and found more favorable than unfavorable reaction. Finally, Dr. Parran got his network—and we expect he will get many more of them.

The RADIO BOOK SHELF

PRINCIPLES of radio measurements are covered thoroughly in *Measurements in Radio Engineering* by Frederick Emmons Terman, professor of electrical engineering, Stanford University [McGraw-Hill Book Co., New York, $4]. Construction of equipment and relative merits of various measuring methods are described. The book is a second edition of the original work, with more than three-quarters of the text completely rewritten. New material and illustrations are included.

IN *Listen and Learn*, by Frank Ernest Hill (American Association for Adult Education $1.50), educational radio programs of the last 15 years are discussed frankly from the educator's standpoint. Criticism is directed at stations and networks for their handling of educational programs and their tendency to "think money," but credit is given for their pedagogical achievements.

AN ATTACK on radio advertising, sprinkled with plenty of big names, is published by Knight Publishers Inc., New York ($2), under the title *Poisons, Potions and Profits*. The author, Peter Morell, speaking for the Consumers' Union, dramatically belittles networks, stations, sponsors and products in sweeping generalities based for the most part on isolated instances.

Havana Conference

THE MOST important international radio conference to be held since the ether first was staked off for broadcasting purposes takes place in Havana Nov. 1. The 23 nations of the North, South and Central American continents will be present. At that session basic allocations and allocation principles for both broadcasting and international broadcasting will be decided. A treaty, it is hoped, will be worked out.

At this time there is every reason for optimism. The four major North American nations—the United States, Canada, Mexico and Cuba—agreed to the technical principles to be considered at the formal sessions when they conferred last March in Havana. A basic plan drafted by T. A. M. Craven, then FCC chief engineer and now a member of the FCC, was accepted with certain modifications. It prescribes six rather than three basic classifications of stations, and applies new principles to allocations and technical requirements designed to make possible operation of a maximum number of stations with minimum interference.

In the new allotments of frequencies, this country may find it necessary to relinquish certain assignments. Mexico has never been a party to the agreement whereby frequencies have been divided between this country and Canada. So-called "border stations" have been licensed indiscriminately along the Rio Grande, causing serious interference with stations in this country. In any agreement that is worked out, whereby Mexico acquires rights to definite assignments by virtue of sacrifices by the other nations, it is fervently hoped that border stations will be eliminated.

XUM

We Pay Our Respects To —

REGINA SCHUEBEL

FROM her smartly clad slender figure and her complete self-assurance at all times, the casual observer might guess that Reggie Schuebel was a native New Yorker, but unless he saw her behind the paper-piled desk in her swanky office at 9 Rockefeller Plaza or revising a script in a rehearsal studio, he would never picture her as radio director of a busy advertising agency.

Yet it would take only a few minutes' conversation with Miss Schuebel to make him understand why the clients of Biow Co. are happy to place the responsibility for their broadcast advertising in her slender hands. The same rapidity of thought that has made her a mistress of social repartee serves her to equal advantage in the conference room, where her suggestions, often apparently tossed off on the spur of the moment, are usually the result of long consideration of the problem at hand, backed up by previous experience with similar problems.

It is this ability to think on her feet, plus the courage to face facts without flinching and an honest faith in her own worth, that has raised her to an executive spot in the same concern in which, only a few years ago, she was employed as a stenographer. And strangely enough Reggie gained this characteristic at a time when she was not on her feet, but lying in a hospital bed, doubting if she would ever be up and around again.

But before going into that, let's sketch in the preliminary background. Born in New York City, Miss Schuebel attended a New York public school, and Morris High School in the Bronx, and completed her education by obtaining a B.S. degree from Columbia's School of Business. After the usual succession of misfit jobs, Reggie landed a place with E. R. Crow, publishers' representative for a newsstand group of pulp magazines—*Snappy Stories, Live Stories, Black Mask*, etc., which also included *Popular Radio*, a magazine for the radio fan, who in those days was nine parts mechanic and one part listener. Perhaps it was foresight, or more likely just chance, but Reggie soon found herself in charge of advertising production of *Popular Radio*, handling the ads for tubes, parts and tools that were interspersed with articles on how to build superheterodyne circuits and the like.

But before she had really settled down to the publishing business, Reggie changed her name to Schuebel and for a short time gave her occupation as housewife to census takers and filler-inners of advertising questionnaires. Then her son, William, was born, complications set in, and for the next year Reggie's principal view was of a hospital ceiling.

"It's remarkable," she says, "how horribly uninteresting a view that was. And yet, just because it was so monotonous, I was forced to think, probably the first real thinking I ever did. As the youngest of the family, I had been rather effectively sheltered from most of the rough corners of life, and when I found myself up against a battle which I had to fight alone and began to analyze my resources, I was not very encouraged by the result. I seemed to be pretty much of a spoiled brat, who had muffed most of her opportunities."

When Reggie left the hospital and reentered the business world, it was with an entirely different point of view. Formerly a job had been just a job, something to do adequately so that a pay check might be forthcoming at the end of the week. Now, with an infant son to bring up and educate, Reggie wanted something more than a weekly pay envelope, something more than just another job. She wanted a chance at a career, a chance to use the heretofore neglected ability she was sure she possessed.

So, when Reggie entered the Biow agency as secretary to Kenneth Goode in December, 1931, she set about learning as much as she could about the advertising business, with the idea of fitting herself for a better position some day. Her first opportunity for advancement came the following August, when Mr. Biow's secretary left and Reggie was chosen to replace her. True, she was not yet freed from her stenographer's notebook and

(*Continued on Page 62*)

PERSONAL NOTES

ERNEST B. FOOTE, who formerly conducted his own program service, has joined the sales staff of WMCA, New York. Mr. Foote was previously with WBS, New York, for five years, in an executive capacity, and was also in the station relations department of NBC for a year.

JOHN McLAUGHLIN, chief of the accounting department of CBS in Chicago, is the father of a 7½ pound girl born recently.

HARRY F. ANDERSON, who recently resigned as commercial manager of the Western division of NBC, was to sail from San Francisco for Honolulu on Oct. 15 to assume his new duties as business manager of the *Honolulu Advertiser*.

BILL MURGREE, Iowan, recently with American Radiator Co. in Washington, has joined the commercial staff of WJSV, that city.

LO RAYNE GOLINVAUX, of Cedar Rapids, Ia., has joined the sales staff of KGLO, Mason City, Ia.

WILBUR EICKELBERG, manager of KFRC, San Francisco eloped to Reno Oct. 1 and married Miss Sybil Leonard of San Francisco. They flew to Reno, were married at the airport, and returned to San Francisco the same day.

PAUL B. KLUGH, of Chicago, first managing director of the NAB in 1923 and one of its founders, and A. Atwater Kent, of Philadelphia, former set maufacturer, have been elected honorary members and directors of the Radio Manufacturers Assn. They are the first to be so honored.

EDWARD GREEN and Mrs. Stanley Levin, formerly of the now defunct *Omaha Bee News*, have joined the commercial staff of KOIL, that city. Other employes of the *Bee News* who have joined KOIL are: Jake Rachman, who is in charge of a program called *Around Omaha* and Miss Orlie Penwitt, stenographer.

E. S. MITTENDORF, manager of WIND, Gary, will return to his offive Oct. 16 after a three-weeks honeymoon in Florida. He married Miss Virginia Benoit, his assistant, in Chicago, Sept. 22.

J. ERNEST CUTTING has resigned from the artists service department of NBC, and will tour the country in a comprehensive search for talent for radio, motion pictures, concert, and all branches of entertainment.

ROBERT ELLIOTT, assistant to John de J. Almonte when the latter was evening general manager of NBC, has resigned to join the local sales staff of WGY, Schenectady.

NORMAN TERRY, formerly with the Oakleigh R. French Adv. Agency, and Laclede Gas & Light Co., St. Louis, has joined the sales staff of KSD, St. Louis.

RICHARD O'BRIEN, of the sales staff of KSD, St. Louis, is the father of a girl born this month.

WILLIAM SKAGGS, formerly of KLO, Ogden, and Earl Pollock, previously in the advertising department of Scripps-Howard Newspapers, have joined KDB, Santa Barbara, Cal., as account executives.

CHARLES MILLER, executive of the Music Corporation of America, Chicago office, and Mrs. Miller, arrived from Europe on the *Normandie* Thursday, Oct. 14.

RUSSELL WILLIAMS has been appointed merchandising manager of WHK-WCLE, Cleveland, succeeding William Brusman, promoted to the sales staff.

LEONARD F. ERICKSON, western sales manager of CBS, will be one of the lecturers on the Advertising Salesmanship course being given under the auspices of the Chicago Federated Advertising Club. Also included among last year's lecturers were Hill Blackett, president, and Henry Selinger, account executive, of Blackett-Sample-Hummert Inc., Chicago.

DON E. GILMAN, NBC western division vice-president, spoke Oct. 6 on "New Developments in Broadcasting" as guest of honor at the San Diego (Cal.), Advertising Club.

H. V. KALTENBORN, CBS commentator, is the author of *Kaltenborn Edits the News*, just published by Modern Age Books Inc., New York.

JACK GRIFFITH, formerly president of the U. S. Sound & Recording Corp., and recently with Warner Brothers, has joined the Sales Department of Van Cronkhite Associates Inc.

CLAYLAND T. MORGAN, NBC director of public relations, and Mrs. Morgan returned Oct. 5 on the *Ile de France* from a European vacation. Returning on the same ship was Lewis Titterton, of the NBC continuity department.

PAUL W. KESTEN, CBS vice-president, is back in New York after a European vacation. He returned Oct. 5 on the French liner *Ile de France*.

ED SIMS, commercial manager of WMFJ, Daytona Beach, is now correspondent for Transradio Press Service along with his other duties.

WILBUR EDWARDS, of the sales staff of WBT, Charlotte, has entered theological school at Yale. Robert Anders, insurance man of Charlotte, has taken his place.

PAUL WILSON, of the Chicago office of Radio Sales Inc., and Arthur Kemp, eastern representative of Columbia's Pacific Coast network, left Chicago, Sept. 30 for a three-week inspection tour of the network's West Coast stations.

WILLIAM H. PAULSGROVE, assistant manager and program director of WJEJ, Hagerstown, Md., has resigned.

JACK HARRIS, publicity director and news editor of WSM, Nashville, and Miss Mary Curtis, of C. P. Clark Inc., Nashville advertising agency, were married Oct. 8 in Memphis.

JOHN BRODERICK, formerly of the *Perth Amboy* (N. J.) *Evening News*, has joined the commercial staff of WSPR, Springfield, Mass.

MAURICE COLEMAN, manager of WATL, Atlanta, has an article in the October issue of the *Georgia Police Magazine* titled "Radio—An Aid to Police."

LESLIE JOY, manager of KYW, Philadelphia, has been appointed to the radio committee of the Poor Richard Club, Philadelphia advertising organization. John S. K. Hammann, KYW sales manager, has been named to the club's banquet committee.

Morrison to WOR

HERBERT MORRISON, WLS announcer who gained nationwide fame when he broadcast an eyewitness account of the Hindenburg disaster, has joined the announcing staff of WOR, Newark. Morrison's recording of the catastrophe is ranked as one of the outstanding broadcasts of recent years.

VERNON ANDERSON, manager of KJBW, Baton Rouge, La., was seriously injured last month when his auto struck the rear of a truck. Mr. Anderson was picked up unconscious and taken to a Baton Route hospital.

XUM

BEHIND the MIKE

HARRY W. HOFF, for the past three years with the Cleveland B. Chase Co., New York, has joined Consolidated Radio Artists Inc., New York, and will act as assistant to Earl Thomas, head of the radio department. Milton Roemer, head of CRA's hotel and cafe department, and Leo Salkin, manager of the Chicago office, have resigned to do talent representation.

MARGARET SCHAEFFER, well known in Philadelphia radio circles, has been named educational director of WFIL, that city, and will continue to act as production supervisor.

BOB DUMM, special event producer of KSFO, San Francisco, has been signed by Associated Oil Co. of California to announce football commentaries at each Associated football program broadcast Saturday afternoons over KSFO-CBS.

RUSH HUGHES, Hollywood commentator, who recently announced his retirement from radio, has been signed by MGM for a part in the forthcoming motion picture "Rosalie".

LYMAN BROWN, formerly of KASA, Elk City, Okla., and KPDN, Pampa, Tex., reports to KFRO, Longview, Oct. 15, as a new announcer.

LEWIS SISK has succeeded Donald Gehring on the WHK-WCLE continuity staff, Gehring having been named traffic manager of the Cleveland stations, replacing Winifred Kellogg, recently married.

BOB GARRED, newscaster of KSFO, San Francisco, will speak Nov. 6 before the annual conference of the California Scholastic Press Association on "Writing for Radio".

EDMUND VAN ZANDT, formerly correspondent of the *Fort Worth Star-Telegram*, has joined the publicity department of Artists Management Bureau, New York, as assistant to Irving Strouse on the Paul Whiteman account.

WYNN ROCAMARA, formerly of L. E. Behymer Co., Los Angeles, has been added to the NBC Hollywood Artists Bureau staff.

HORACE W. FEYHL, production manager of WCAU, Philadelphia, is confined to the Jewish Hospital following a major operation. His condition is reported as favorable.

FROM CHINA — Geraldine Seto More, Vancouver-born Chinese girl, was interviewed as she left a liner at Vancouver. She told Reg Dagg (left), announcer of CKWX, Vancouver, how she left Nanking University when hostilities broke out.

EMERSON SMITH, formerly of KOIL, Omaha, has joined KOH, Reno, now managed by Wally Warren.

JOHN K. CHAPEL, announcer of WOW, Omaha, has returned with his wife from a European vacation.

KEN DOUGLASS, announcer of WBAP, Fort Worth, has been promoted to production director and has charge of a series of programs originating in the local schools. Nelson Olmstead, formerly of KNOW, Austin, Tex., has been named assistant to Mr. Douglass, while Cy Leland, sportcaster, has been placed in charge of WBAP special events.

TED KIMBALL, formerly of WRC, Washington, has joined the announcing staff of KDYL, Salt Lake City.

MORTON GOULD, who conducts his own program with Sylvia Froos on MBS Sundays, 10:30 p. m., and provides the music for Georgie Price's variety show on MBS Mondays, 9:30 p. m., has been appointed director of the educational music department of the Mills Music Co., New York.

ED THORGERSEN, sports commentator for Fox-Movietone News and NBC, on Oct. 1 joined Lowell Thomas on the latter's five-a-week program for Sun Oil Co. Thorgersen will take over part of the program on Mondays and Fridays throughout the football season. During the World Series he was on the program five nights a week.

BETTY HUDSON, fashion commentator of WJSV, Washington, was married in New York Oct. 6 to Robert Sherrod, Washington correspondent of *Time* magazine.

DON THOMPSON, latest addition to the NBC-Chicago production staff, is the author of *Last Public Appearance*, short, short story appearing in the Oct. 16 issue of *Liberty*.

VAN FLEMING, NBC producer at San Francisco, recently sprained his ankle in a fall.

LOU WITHERS, NBC announcer at San Francisco, is nursing a broken right arm which he received in a fall while horse-back riding.

ZEKE CLEMENS, KFRC, San Francisco, yodeler, recently won a part in Walt Disney's feature length cartoon "Snow White".

HOWARD ESARY, free lance, has been named production manager of KEHE, Hollywood. He succeeds Lewis TeeGarden, resigned.

JACK SAYERS, on the CBS Hollywood publicity staff, has been named assistant to Hal Rorke, West Coast publicity director, succeeding Virginia Lindsay who resigned to head the radio department of Helen Ferguson Publicity Service, that city. Miss Lindsay has taken over the post formerly held by Frank Healey who resigned to head the radio department of R-K-O Radio Pictures Inc., Hollywood. Charles Benson, KFWB, Hollywood news editor, has been added to the CBS publicity staff as feature writer.

STAN CONRAD, formerly of WKRC, Cincinnati, has joined the announcing staff of WCPO, that city.

BILL REX POOLE, formerly of WJEJ, Hagerstown, Md., has joined the announcing staff of WGPC, Albany, Ga.

JOHN HEISTAND and Lew Crosby have resigned from KFI-KECA, Los Angeles, to free lance and their assignments have been taken over by Chet Huntley, part time announcer, and Fred Gwynne, formerly of KIEV, Glendale, Cal.

GEORGE SUTHERLAND, who has announced at WLW, Cincinnati, WHK, Cleveland, WXYZ, Detroit, WBEN, Buffalo, has joined the announcing staff at WISN, Milwaukee.

ART JONES, formerly of WIND, Gary, Ind., and WKBB, Dubuque, Ia., has been named program director of WEW, St. Louis. Hugh Sanders, formerly of WIL and KWK, St. Louis, has joined the WEW announcing staff.

TERRIBLE! AWFUL! ★ TAKE IT OFF!
RADIO LISTENER

A HARD BIRD TO PLEASE

But WAIR Has A Way* to Keep the Tough Birds Pleased

So pleased, in fact that 60.6% of the listening audience in Winston-Salem and its trade area keep their dials tuned to WAIR from sun-up to sundown. WAIR uses neither bird seed nor bird cages . . . just sparkling entertainment with a lot of variety . . . programs that appeal to the birds that are hard to please and the birds that are not so hard to please.

A LETTER OR WIRE BRINGS THE COMPLETE STORY

* . . . IN A NUT SHELL!
A survey conducted by R. C. Birmingham and Company, Certified Public Accountants, was carried on in the following manner: A postal card was sent to every fourth residence telephone subscriber in Winston-Salem, North Carolina and an equal number of cards were mailed to telephone subscribers in the 28 towns and villages considered by R. C. Birmingham and Company as being in the Winston-Salem trade area. The following question was asked on the card: "CHECK THE STATION YOU LISTEN TO MOST DURING THE DAYTIME (before 6:00 P. M.)" 60.6% of the listeners mailing in cards checked WAIR. The next closest station received 31.8%, giving WAIR nearly twice the listeners during the daytime of any other station included in the survey. All stations within a 50 mile radius of Winston-Salem were included in the survey.

WAIR
WINSTON-SALEM
North Carolina

TOMMY RAGLAND, formerly of WREC, has been named continuity chief of WMPS, Memphis. Bob Knapp, formerly of WCPO, Cincinnati, is WMPS traffic manager. Fred Vosse, chief announcer, has been placed in charge of special events, and Clair Weidenaar, former program director of WGL, Fort Wayne, is WMPS program director.

JAMES A. WOODS, of Kansas City, has joined the announcing staff of KGLO, Mason City, Ia.

ALBERT AMUDSEN, of the sales staff of WMBH, Joplin, Mo., and Miss Willma Radley were married recently.

KARL BARRON, announcer of KYA, San Francisco, and formerly of WIP, Philadelphia, on Oct. 10, married Miss Gwendolyn Sasso, former radio actress, in Larkspur, Cal.

PAUL KENNEDY, radio editor of the *Cincinnati Post*, has resumed his twice-a-week broadcasts over WCKY, Cincinnati.

JOHN J. COLBERT has been appointed news editor of KFWB, Hollywood, succeeding Charles Benson, who resigned to join the CBS publicity department in that city. Colbert will continue the *KFWB Lamplighter* series in conjunction with his new duties.

ANNE BRENTON has been promoted to the head of the CBS Hollywood music clearance department. She has been assistant to Paul Zens who resigned to join the Kalmar-Ruby Music Co. Dick Hall has joined the department as assistant to Miss Brenton.

JOHN NEBLETT, sports announcer of WBNS, Columbus, was in Hollywood Oct. 9 to broadcast the Ohio State-USC football game for CBS from the Los Angeles Coliseum.

HARRY POMAR, formerly with Harvey-Massengale Co. Inc., Atlanta Agency, has been appointed head of the newly-created merchandising department of WATL, Atlanta.

RUSS DAVIS, formerly of KFBI, Abilene, Kans., and KWTO, Springfield, Mo., has been named production manager of KCKN, Kansas City.

CHARLES SPEER, for nine years in the continuity department of CBS, has joined Douglas F. Storer Inc., to work on script for the Ripley show.

JULIAN BENTLY, news editor of WLS, Chicago, spoke on "Forces for War and Peace" before the Chicago Women's Aid Oct. 8.

JACK ZEIGIN, former announcer and publicity director of WIBM, Jackson, Mich., has joined the announcing staff of WGAL, Lancaster, Pa.

MARGARET McGUIRK, formerly of Charles Dallas Reach Agency, has joined the sales promotion department of WOR, Newark, as assistant to Joseph Creamer, sales promotion manager.

CARLTON E. MORSE, author of the NBC *One Man's Family* serial sponsored by Standard Brands Inc., has returned to his Hollywood headquarters after a New York conference with prospective sponsors on a proposed new network program to emanate from the West Coast.

HARLAN DUNNING, announcer, formerly with KROW, Oakland, was scheduled to sail from San Francisco Oct. 15 for Honolulu to join the announcing staff at KGMB. He succeeds Dean Stewart, resigned.

NORMAN ROGERS, formerly with KFXR, Oklahoma City, has joined the announcing staff of KFYO, Lubbock, Tex.

FRED WEBER, veteran announcer of WFIL, Philadelphia, has been named chief announcer of the station.

WARNER SCHOYEN, formerly of the *Evansville* (Ind.) *Courier*, has been named to succeed Ray Behymer, resigned, on the news staff of KSD, St. Louis.

BEN WILBUR, new announcer of WFBM, Indianapolis, was married Oct. 9 to Miss Lillian Ziegfeld, cousin of the late Flo Ziegfeld, the ceremony taking place at Columbus, O.

LEO BOLLEY, sports announcer of WFBL, Syracuse, has received his third 52-week contract from Tidewater Oil Co., calling for 13 broadcasts weekly as well as three programs from WGY.

HARRY W. FLANNERY, news editor of KMOX, St. Louis, was guest speaker recently at the Rotary Club of E. St. Louis, Ill., speaking on "Radio Yesterday, Today and Tomorrow."

RONALD DAWSON, dramatic director of WOL, Washington, and C. M. Roach, co-authors of a three-act drama *Ten O'clock*, had their play tried out by the Little Theater Players of New York Oct. 7.

RAY CLANCY, former Daytona Beach recreation director, has joined the announcing staff of WMFJ, Daytona Beach. He will also handle continuity.

C. F. WM. BAMBERG has joined the staff of the Cleveland office of Wilding Picture Productions Inc. He was formerly vice-president of General Broadcasting System Inc., that city.

Paid His Bet

A UNIQUE bet was paid off Oct. 4 when Art Gleason, Wheaties sportcaster at KFAC, Los Angeles, pumped a bicycle up to the San Francisco city hall, completing a five-day cycling journey from Los Angeles, 470 miles. Thus he had paid off a wager that he had lost to KYA's Wheaties sportcaster, Ernie Smith. Recently Smith bet Gleason that a special baseball game in Los Angeles wouldn't draw 20,000 persons to Wrigley Field in that city. Gleason insisted that it would. So they agreed that if Gleason won the bet, Smith would have to get on a bicycle and ride it from San Francisco to Los Angeles, and if Smith won, the route would be reversed with Gleason pedaling from the south to the Bay City. The disputed baseball game drew just 14,000.

VICTOR BOVEE, news writer of KOIL, Omaha, and Miss Lois Munderloh, of Sioux City, were married in September. Howard Wilcox, KOIL continuity writer, has resigned because of ill health. Eddie Butler, staff organist, has resigned to join his uncle, J. M. Butler, head of the Detroit investment firm under that name.

GEORGE D. SNELL, assistant production manager of KDYL, Salt Lake City, has been named publicity director. Doug Gourlay, a Canadian who recently joined KDYL, has taken out citizenship papers.

DOUGLAS ROMINE, formerly of KLZ, Denver, and KVOO, Tulsa, has joined the announcing staff of KARK, Little Rock.

MARTIN GOSCH, former radio director of Warner Bros. Pictures, has joined CBS, New York, as a program director and continuity writer.

JOHN JACOBS, formerly of KTSA, San Antonio, has joined the announcing staff of KMOX, St. Louis, to replace Spencer Allen who was recently appointed program director of KOAM, Pittsburg, Kan.

JOYCE WILLIAMS has joined the publicity department of WOAI, San Antonio.

WXYZ
The Right Way

TO SELL DETROIT

There may be some other radio station which broadcasts as many major programs for local sponsors as WXYZ does. But not in Michigan!

Experienced showmanship, central location, splendid coverage and—above everything else—PULLING ABILITY must all have contributed to such leadership.

Pick a WXYZ program with established audience, as these big Detroit advertisers have done. Get into this tremendously responsive market right—and SELL.

King-Trendle Broadcasting Corporation
300 Madison Theatre Building • • • Detroit

Eastern Office:
550 Chanin Building, New York

Wm. G. Rambeau Co. Representative
Home Office: Tribune Tower, Chicago

Western Office:
Russ Building, San Francisco

WXYZ • DETROIT
Basic Station NBC Blue Network • Key Station Michigan Radio Network

STANLEY MAXTED, formerly regional director of the Canadian Broadcasting Corp., at Toronto, and one of the few executives let out since the change in managership last November, is now in Paris, France, producing live talent sponsored programs for reception in England via a French station.

PIERRE NORMANDIN, graduate of Ottawa U and Loyola College, Montreal, and Alain Gravel, have joined the announcing staff of CKAC, Montreal all-French station. Ferdinand Biondi has been promoted to production.

NORMAN NESBITT (Don Norman), for several years with KHQ-KGA, Spokane, leaves Oct. 15 to enter radio in California.

DON MARTIN, for two years chief announcer of KXBY, Kansas City, and later at KWK, St. Louis, has joined KMPC, Beverly Hills, Cal., as announcer-producer.

CHARLES GODWIN, who for a year was CBS presidential announcer, on Oct. 5 joined the staff of WOR, Newark. For the past year Godwin was connected with WJSV, Washington and before that was with WLW, Cincinnati.

Delivers Fire

ED PAUL, WLS announcer, found the upholstery of his car smouldering when he left his brother's house in Dubuque, Ia., October 3. Having no fire extinguisher, he jumped in the car and drove to the Dubuque fire department where the blaze was extinguished. Capt. John Stafford said that it was the first time a fire had been delivered to the door of his department.

MISS JEANE BROWN has been named musical director of WOWO-WGL, Fort Wayne, succeeding Mrs. Dorothy Durbin, who has started a radio school. Franklin Tooke has been promoted to production director.

RALPH PRIEST, program director of KDB, Santa Barbara, Cal., has joined the program department of KHJ, Los Angeles. Tony LaFrano becomes program director of KDB. Margaret Busse has been named office assistant of KDB.

GEORGE GUNN, former University of Florida athlete and an announcer on its station WRUF, and also formerly on the staff of WFLA, Clearwater, Fla., has joined the NBC-Washington announcing staff. Dorian St. George, formerly with WLVA, Lynchburg, Va., has also joined the staff.

BOB WHITE, commercial production director of WOR, Newark, has joined the production staff at NBC-Chicago, where he is currently handling the *Vanity Fair* and *Mar-o-Oil* programs.

FRANK BURKE, formerly of CHML, Hamilton, Ont., has been added to the announcing staff of CKLW, Windsor.

WILLIAM HERBERT will continue to write material for Cecil B. DeMille on the CBS *Lux Radio Theatre* sponsored by Lever Bros., his contract having been renewed for 52 weeks. Herbert is also De Mille's publicity man. He has been working on the radio programs with Sandy Barnett and George Wells of J. Walter Thompson Co., Hollywood production staff.

RAYMOND JOHNSON and **BETTY CAINE**, members of the NBC cast in *A Tale of Today*, were married Oct. 1 in Chicago.

JAY SIMS, CBS-Chicago announcer, and Janet Logan, CBS actress in that city, will be married Oct. 29, with J. Oren Weaver, WBBM news editor and assistant rector of the Church of Atonement, officiating at the ceremony. The wedding marks the third CBS-Chicago union this fall. Others are Truman Bradley, announcer-business executive, who recently married Evelyn Jane Esenther, and Margarette Shanna, actress, who will be married Nov. 4 to Elliott Woodruff, Chicago financier.

WALTER H. SMITH, during the past several months associated with the CBS program service department, has been appointed to the staff of Columbia Artists Inc.

LYNN BRANDT, NBC-Chicago announcer, and Janis Herrington, Rockford Ill., society girl were married at Rockford, Sept. 29. The ceremony was performed by Mr. Brandt's father.

Texas Fair Personnel Leaving for New Posts

WITH the close of the Greater Texas & Pan American Exposition in Dallas, personnel of the Gulf Radio Studios maintained by the Gulf Oil Corp. are moving to new posts. Jack Lyman, program director, has joined the radio staff of the Golden Gate International Exposition, San Francisco. Marjorie Luethi, continuity writer, has been engaged by a Dallas advertising agency. Tol Ware and Tom Hudson, narrators, have joined the announcing staff of KTSA, San Antonio, while John Hughes has been appointed to the announcing staff of KOMA, Oklahoma City. Ray Lackland, former program director of the exposition's p.a. system, has been named manager of the Odessa studio of KRLH, Midland, Tex. Fred L. Edwards has joined KELO-KSOO, Sioux Falls, S. D., as program director. Fritz Kuler has been named to the announcing staff of KFJZ, Fort Worth. Betty Allin, receptionist, has been engaged by the Music Corp. of America, Dallas, while Howard Bogarte has resumed his studies at the Dallas Little Theatre School. Bob Bogarte, page boy, has returned to Texas U.

Howard, Bishop Named To New Posts at WRVA

CREATION of two new executive posts on WRVA, Richmond, to be filled by Barrón Howard and Walter R. Bishop, who became business manager and public relations manager, respectively, was announced Oct. 9 by C. T. Lucy, general manager, and advertising manager of the Larus Bros. Tobacco Co., which owns the station.

Mr. Howard, heretofore sales manager, joined the station four years ago. In his new post he will supervise all operating departments. Mr. Bishop has been connected with WRVA since 1925, having served as program manager and studio director.

Saphier Names Stirton

JAMES STIRTON, of NBC Artists Service, resigns Oct. 15 to join the New York office of James L. Saphier production firm, as manager. Mr. Saphier plans to leave shortly for Hollywood where he will open a branch office.

GWENDOLYN SHORT, actress, has joined WFBM, Indianapolis, as an announcer.

Tom Fizdale Inc.

Complete Publicity and Radio Relations Service

is pleased to announce that

With the Appointment of Robert S. Taplinger as

Director of Publicity and Radio for

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It has acquired

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8532 Sunset Blvd.
Telephone: Woodbury 6-3101
Director: Jerry Farrar

London
102-05 Shoe Lane, EC-4
Director: T. J. L. Crane

OHIO STATE PLANS TECHNICAL SESSION

PRELIMINARY plans for a broadcast engineering conference at Ohio State University next February were announced Oct. 5 by the Department of Electrical Engineering of the University. The conference would be held on the campus in Columbus.

Arrangements are being handled by Dr. W. L. Everitt of the Department of Electrical Engineering. Among the subjects on the agenda to be covered by outstanding engineers are "Broadcast Antenna Design," "High Powered Amplifiers," "Modulation and Distortion Measurements," "Studio Acoustics," and "Ultra-high Frequency Propagation."

The objective, according to Dr. Everitt, is to arrange a program that will be of interest to every broadcast station engineer who can attend. In some of the subjects preparatory lectures will be given by members of the University staff before the outside lecturers appear on the program.

Further information in connection with the conference can be procured from Dr. Everitt.

Canadian Apple Plans

FOLLOWING the example of various associations of apple growers in the western states of the United States, apple growers of British Columbia have perfected plans for an advertising campaign in the Prairie Provinces and especially in Manitoba, spending $10,000 on radio, newspaper and billboard advertising. The campaign will last for three months and the cost is being shared by the British Columbia Tree Fruits Board, the Okanagon shippers and the jobbers. An additional $2,500 has been appropriated bv two retail grocery chains in western Canada. A dietician will be engaged for the broadcasts.

J. A. Folger Resumes

J. A. FOLGER & Co., San Francisco (coffee), after a summer layoff, on Nov. 1 will launch a 26-week campaign, using the quarter-hour transcription serial *Judy & Jane*, on four West Coast stations, KNX, KSFO, KOIN and KMJ. Series to be heard Mondays through Friday, has been used by the organization in the midwest for several years, and an extensive promotional and merchandising tie-in is planned for the West Coast. It is expected that other western stations will be added to the list. Agency is Raymond R. Morgan Co., Hollywood.

Silver Net to Canada

INTERNATIONAL SILVER Co., Meriden, Conn., has added a Canadian Broadcasting Corp. hookup of 31 stations to the previously scheduled 46 CBS stations which now carry its *Silver Theatre* Sunday afternoon broadcasts in the interest of 1847 Rogers Bros. table silverware. The program, which originates in Hollywood, is fed to the Canadian network from one of the two CBS Canadian outlets. The Canadian business was handled by A. J. Drenne & Co. Ltd., Toronto, while the U. S. account was placed through Young & Rubicam Inc., New York.

OUTDOORS—The television camera of BBC picks up an explosion shot out of a bunker with Miss Poppy Wingate wielding the niblick.

Seeing Television Behind Scenes

(*Continued from page 34*)

before camera 3 . . . the senior studio engineer moves a lamp a few degrees. Then another whistle, and the red indicator registers "Sound on, Vision on." A green cue light flashes and the orchestra strikes up with "Revolving Door," the opening chorus.

Meanwhile, the producer has his hands full. Following "continuity" he has faded from the caption card to the telecine circuit for a film loop showing the bustle and excitement outside a large hotel, and is now bringing down the gain control on orchestra for the announcer's opening sentences. Back to full volume on orchestra, he fades out the film loop and brings in Camera 1 on the Cosmopolitan Choristers gyrating around the revolving door.

The show is on.

From the Outside

Outside broadcasts are controlled in just the same way, the only difference being that the producer is denied a direct view of what is happening, and must rely on what he sees in the monitor and on messages received by field telephone from his "studio" manager. He is, of course, in constant touch with camera and microphone squads by means of headphones. Starting cues are usually given by the camera man on instructions from the control desk.

"And that, ladies and gentlemen, concludes our television transmission for today," says the announcer at the end of the day's program. Staff and artists go home. *Hotel Cosmopolitan* and all the effort it involved will soon be forgotten, for tomorrow a fresh band of artists will arrive to give the public "something new."

Godley and Brown

Consulting Radio Engineers

Phone: Montclair 2-7859 **Montclair, N. J.**

PAUL GODLEY

25 years of professional background. Nationally known and one of the pioneers in radio and broadcast equipment manufacture. Radio consultant, exclusively, since 1927. Consultant to the Regional Station Group, for Reallocation Hearing, 1936, etc.

DR. GEORGE H. BROWN

formerly RCA Manufacturing Co. (research division). Internationally known for contribution to the antenna art. Antenna studies with models. Inventor of "turnstile" antenna for ultra-high frequencies, etc.

Engineering Management . . . Commercial Coverage, Field and Allocation Surveys . . . Advanced Antenna Designs . . . Performance Correction Problems . . . Ultra-high Frequency Studies . . . Aviation and Police Radio Applications . . . Television Antenna Systems.

TELEVISION FIRM WILL ISSUE STOCK

FORMATION of a new television corporation, Universal Television Co., New York, the president and vice-president of which have had 15 years of experience in the movie industry, was revealed Oct. 8 when its prospectus was filed with the Securities & Exchange Commission. With 5,000,000 shares of capital stock listed at $1 par value, the new Delaware corporation is licensed for television experimentation and development; to build, acquire and operate broadcasting stations for the transmission of visual and audible radio energy; to secure and acquire patents and licenses incidental to its business; to manufacture and distribute receivers for television and radio. President of the corporation is John W. McKay, 515 Madison Ave., New York, who with Vice-president Arno Zillger, 430 Anthwvn Road, Narberth, Pa., holds 59.96% of the stock jointly, representing 1,199,100 shares.

Mr. McKay and Mr. Zillger are listed in the prospectus as inventors who have spent 15 years in the motion picture and television fields. Other officers are: P. Hendrik Schaap, office manager and chief financial director; Curtis L. Harrington and A. Richard Trapp, directors, all of New York. Mr. Schaap, as secretary and treasurer of the firm, owns 20,100 shares and Mr. Harrington, as secretary, owns 10,100 shares. There are 2,000,000 shares of stock outstanding and an issue of 500,000 shares is being offered to the public at $2.50 per share.

NEWSHAWKS—Flocked to Denver Oct. 8 to cover the annual convention of the American Federation of Labor and Fred D. Fleming, news editor of KLZ, rounded them up for a broadcast of their impressions. They are, left to right: Edward Angley, *New York Herald-Tribune;* Edward B. Lockett, Washington Bureau of International News Service; Jack L. Fitzpatrick, KLZ news commentator; Bud L. McKillips, Washington correspondent for *Labor;* Fred Carr, *Christian Science Monitor;* Joe Alex Morris, Washington Bureau of United Press; Joseph Ator, *Chicago Tribune;* Ed Lahey, *Chicago Daily News;* Cyrus Sulzberger, Washington Bureau of United Press.

Big Langendorf Series

LANGENDORF United Bakeries Inc., San Francisco, on Oct. 18 takes time on 18 Mutual-Don Lee stations in California and Washington, the largest account signed in San Francisco this year for the Coast-MBS hookup. The bakery company, through McCann-Erickson Inc., will sponsor a dramatic program titled *The Phantom Pilot* and will originate at KFRC, San Francisco, Monday through Friday, 6:15-6:30 p. m. (PST). Langendorf Bakeries, big user of radio time, for five years has sponsored Rush Hughes on NBC-Red in the West in a commentary.

McGillvra Placement

AMERICAN HOME PRODUCTS Inc., New York (Anacin), is using live programs on two Canadian stations in addition to its quarter-hour transcriptions running on 32 stations. CKAC, Montreal, is carrying *Don Juan of Song*, and CHRC, Quebec City, has *La Gaiete Parisienne*; both are quarter-hour programs, broadcast Tuesdays, Wednesdays and Thursdays. These two stations, as well as CHNS, Halifax; CJRM, Regina; CFCN, Calgary, and CFRB, Toronto, which carry *Easy Aces* transcriptions, are represented by Joseph Hershey McGillvra, New York. Agency, Blackett-Sample-Hummert Inc., N. Y.

Problems of Broadcasts Will Be Considered at Conference of Educators

THE RADIO industry, audience and education will be represented among the speakers at the second National Conference on Educational Broadcasting at the Drake Hotel, Chicago, Nov. 29-Dec. 1, according to an announcement by C. S. Marsh, executive secretary with offices at 744 Jackson Place, Washington. Representatives of the Federal Radio Education Committee, the FCC and the Federal Radio Workshop Project of the U. S. Office of Education will report on government activity.

Preliminary plans call for three general sessions, with Dr. George F. Zook, of the American Council on Education, presiding at the first; Dr. Walter Dill Scott, president of Northwestern University, presiding at the second, and Dr. Robert M. Hutchins, president of the University of Chicago, presiding at the third. There will be sectional meetings also on cooperative radio councils, radio as an art form, symposium of listeners and classroom use of radio.

The final session of Dec. 1 will be devoted to a discussion of "What Shall We Do With Radio?", headed by Dr. Zook.

PIONEER HI-BRED CORN Co., Des Moines, organized and controlled by Henry A. Wallace, President Roosevelt's Secretary of Agriculture, sponsored the *Corn Belt Hour* on WHO, Oct. 2. The same company sponsors Herb Plambeck's farm news at 6:30 a. m. three days a week on WHO.

THEY *laughed* WHEN WE SAT DOWN TO *play*

But we fooled them. We practiced long hard years to learn the score of the symphony of agricultural marketing, industrial buying and area servicing. . . . .

We learned our lessons well!

THE RESULT?

Only KFYR has access to the keyboard that thrills the hearts of the rich agricultural northwest. . . . .

AND

Only KFYR has the instrument of quality that serves this area without competition.

WHEAT, CORN,
NATURAL GAS,
COAL, OIL,
CATTLE, SHEEP,
CANADIAN
FURS

KFYR

MEYER BROADCASTING COMPANY
BISMARCK, NORTH DAKOTA •
GENE FURGASON & CO. • *National Representative*

Federal Ruling in Film Exhibit Case Viewed as Applicable to ASCAP Suit

A DECISION by the Federal District Court in Dallas in a motion-picture price-fixing case brought by the Department of Justice and holding that anti-trust laws had been violated, is being hailed by attorneys as being "on all fours" with the issues in the anti-trust suit brought by the Government against ASCAP and its associated members and organizations which has been lying dormant in the New York courts for two years.

The decision was handed down last month by Federal Judge William H. Atwell, in a case brought by the Department against a group of film distributors including Interstate Circuit Inc., Texas Consolidated Theatres Inc., Paramount Pictures Distributing Co. Inc., Vitagraph Inc. RKO, Columbia Pictures Corp., United Artists, Universal Film Exchanges Inc., M-G-M Distributing Corp., and its Texas subsidiary, Twentieth Century-Fox and its Texas subsidiary.

The government alleged that since April, 1934, the respondents "have been engaged in a combination, conspiracy and agreement to restrain trade or commerce in motion picture films and to monopolize and attempt to monopolize their exhibition in said states of Texas and New Mexico." The opinion discussed the manner in which the first run motion picture houses contracted for film and the effect upon other houses.

Owner's Limited Rights

"It must be conceded," the court held, "that since films are copyrighted, the owner thereof has the right, under our laws to exhibit them, or, to license their exhibition at such prices, or, in such manner as to him may seem appropriate. This well-defined right, however, will not justify his agreeing, or, combining with another person in order to deprive a third person of a complete freedom of contract. The copyright statute and the anti-trust statute are both in effect and vitally necessary."

The court held further that the owner of the copyrighted article may contract with the exhibitor, without the intervention of any third mind, for full and free protection, both as to price and manner of use. But, it added, "when the outside mind, with an interest to serve, steps into the picture—the contracting room — and interjects, persuades and coerces the copyright owner to join with it in its protection, as against the party to whom the copyright owner is selling or contracting, then and in that event there are two or more persons engaged on the side of the copyright holder, when the law gives only one privileges and immunities. Such a unity of minds, if it be in restraint of interstate commerce, is illegal. The copyright privileges does not save it from illegality."

The court pointed out that the sharp issue of the case was whether the respondents conspired together to bring about the fixing of the minimum 25-cent admission charge by the subsequent exhibitor and the destruction of the practice of double-featuring (two features for the one admission price).

Good movies and good intentions, the court said, are not a defense to actions brought for violation of this statute. Moreover, Judge Atwell added, one's desire to have his own business prosper is not a defense. "The result of this transaction was to take from others that which they have the right to believe and to know, shall not be taken. It is as certainly theirs as is the right to breathe—the right to live."

In conclusion, the opinion stated the distributor respondents have the legal right to contract for the exclusive exhibition of their copyrighted pictures to the respondent exhibitors. "But if they should do that as a result of a common understanding that, too, would be illegal. If they do that without any such common understanding or, agreement, it is free from condemnation, so far as the law is concerned. They must not, in their contracts with the exhibitor respondents, contract away their right to contract, completely and fully, with other exhibitors, if they contract at all."

Attorneys who are familiar with the government's suit against ASCAP contend that the factors involved are almost identical with those in the motion picture case. They are inclined to regard the opinion as legal precedent of a character that inevitably would be considered in the ASCAP case.

The Government's ASCAP suit was launched in 1934 in the Federal District Court for the Southern District of New York against ASCAP and 130 codefendants. After 10 days of trial in 1935 the case was recessed pending an effort to stipulate the record. While still on the docket, the case is not scheduled for resumption of trial, and it has been indicated that the Department is indifferent about continuing it. Reports have been current the suit might be dropped.

Another Youngest

Mr. Roda

FROM the city of Kalamazoo comes another claim for the youngest news commentator, WKZO offering as evidence its news editor, Wally Roda, 23, who has been at it for seven years. In an article in the Oct. 1 issue of BROADCASTING it was claimed by WFBR, Baltimore, that its Bob Hurleigh was the youngest commentator in the industry.

PADGITT Co., Waco, Tex., manufacturer of saddles and other equipment, on Oct. 1 started a program on WACO, Waco, to promote the use of horses and mules on the farm and offers prizes to farmers sending in the best arguments in favor of farm animals.

NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., Inc.

WSM HAS
a definite sales influence in the lives of millions. Are you taking advantage of it?

Clear Channel
NBC Full Time
50,000 WATTS
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Owned and Operated By
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, Inc.
NASHVILLE, TENNESSEE

THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KGLO, Mason City, Ia.

Chicago, Milwaukee & St. Paul RR, Chicago, 14 weekly *sa*, thru Roche, Williams & Cunnyngham Inc., Chicago.

Minneapolis Brewing Co., Minneapolis, 7 weekly *sp*, thru Erwin, Wasey & Co., Minneapolis.

Oyster Shell Products Co., N. Y., 3 weekly *sa*, thru Husband & Thomas Inc., N. Y.

Earl Ferris Nursery, Hampton, Ia., 39 *sa*, direct.

International Stores Inc., Minneapolis (feed), 6 weekly *sp*, thru BBDO, Minneapolis.

Leef Bros. Inc., Minneapolis (Spray Brite), 2 weekly *sa*, direct.

Paxton & Gallagher, Omaha (Butternut coffee), 6 weekly *sp*, thru Buchanan-Thomas Co., Omaha

WDOD, Chattanooga

American Tobacco Co., New York (Roi Tan), 7 weekly *sa*, thru Lawrence C. Gumbinner Adv. Agency, N. Y.

Vick Chemical Co., New York (cough drops), 2 weekly *sa*, thru Morse International Inc., N. Y.

Dr. W. B. Caldwell Inc., Monticello, Ill. (proprietary), 5 weekly *t*, thru Cramer-Krasselt Co., Milwaukee.

United Drug Co., Boston (Rexall), 5 *t*, thru Spot Broadcasting Inc., N. Y.

KDYL, Salt Lake City

General Mills Inc., Minneapolis (Wheaties), 150 *t*, thru Wesco Adv. Agency, San Francisco.

Wander Co., Chicago (Ovaltine), 5 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.

New Departure Mfg. Co., Bristol, Conn. (coaster brakes), 39 *sa*, thru Lord & Thomas, N. Y.

Furmbilt Tailoring Co., Los Angeles, 13 *sp*, thru John Driscoll Adv. Agency, Los Angeles.

KAST, Astoria, Ore.

Hammer-Bray Ltd., San Francisco (oil heaters), 3 weekly *t*, thru D'Evelyn & Wadsworth Inc., San Francisco.

Pacific Power & Light Co., Portland, weekly *sp*, thru McCann-Erickson Inc., Portland.

Tidewater Associated Oil Co., San Francisco, weekly *sp*, (football), thru Lord & Thomas, San Francisco.

KNX, Hollywood

Service Life Insurance Co., Chicago, (insurance), 6 weekly *sp*, thru Presba, Fellers & Presba Inc., Chicago.

Chicago Engineering Works, Chicago (correspondence course), weekly *t*, thru James R. Lunke & Associates, Seattle.

Oneida Community Ltd., Oneida, N. Y. (Tudor plate silverware), weekly *t*, thru BBDO, N. Y.

KSFO, San Francisco

Fruzert Co., Richmond, Cal. (fruit concentrate), 2 weekly *sp*, thru Emil Reinhardt, Oakland.

Chrysler Motor Corp., Detroit (Desoto division), 1 weekly *t*, thru Stirling Getchell Inc., Detroit.

Table Products Inc., Los Angeles (Nu-Made Mayonnaise), 3 weekly *t*, thru Lord & Thomas, Los Angeles.

KFI, Los Angeles

Beaumont Laboratories, St. Louis, (cold tablets), 2 weekly *t*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

Table Products Inc., Los Angeles (mayonnaise), 12 weekly *sa*, thru Lord & Thomas, Los Angeles.

Glass Containers Assn., New York (bottles), 2 weekly *t*, thru U. S. Adv. Corp., N. Y.

Standard Oil Co. of Cal., San Francisco (petroleum products), 6 *sa*, thru McCann-Erickson Inc., San Francisco.

Battle Creek Food Co., Battle Creek Mich., (cereals), weekly *sp*, thru John L. Wierengo & Staff, Battle Creek.

Bayuk Cigars Inc., Philadelphia (cigars), 5 weekly *sa*, thru McKee, Albright & Ivey Inc., Philadelphia.

KGO, San Francisco

Lea & Perrins Inc., New York (meat sauce), 5 weekly *sa*, thru Schwimmer & Scott Inc., Chicago.

Pacquin Laboratories, New York (hand cream), 3 weekly *t*, thru Wm. Esty & Co. Inc., N. Y.

Table Products Inc., Los Angeles (Nu-Made Mayonnaise), 15 weekly *sa*, thru Lord & Thomas, Los Angeles.

WRAK, Williamsport, Pa.

Bayuk Cigar Co., Philadelphia, 2 daily *sa*, thru McKee, Albright & Ivey Inc., Philadelphia.

Atlantic Refining Co., Philadelphia, weekly *sp*, thru N. W. Ayer & Son Inc., Philadelphia.

Carter Medicine Co., New York, daily *sa*, thru Street & Finney, N. Y.

KFRC, San Francisco

Ironized Yeast Co., Atlanta (yeast), 2 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.

General Cigar Co., Chicago (William Penn cigars), 10 weekly *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

KFI, Los Angeles

Gardner Nursery Co., Osage, Iowa (plants), 6 weekly *t*, thru Northwest Radio Adv. Co., Seattle.

Eaton Paper Co., Pittsfield, Mass. (stationery), 2 weekly *ta*, thru Badger & Browning Inc., Boston.

WGN, Chicago

Pinex Co., Fort Wayne, Ind. (Pinex), 6 weekly *t*, thru Russel M. Seeds Inc., Chicago.

Consolidated Drug Trade Products Inc., Chicago (proprietaries), 5 weekly *sp*, thru Benson & Dall Inc., Chicago.

Canada Dry Ginger Ale Inc., New York, *sa*, thru J. M. Mathes Inc., N. Y.

Kraft-Phenix Cheese Corp., Chicago (Kraftone), daily *sa*, thru J. Walter Thompson Co., Chicago.

Washington State Apples Inc., 3 weekly *sa*, thru J. Walter Thompson Co., San Francisco.

Oneida Ltd., Oneida, N. Y. (Tudor plate), weekly *t*, thru BBDO, N. Y.

Western Grower's Protective Association (Crisp Eatin' Iceberg lettuce), *sa*, thru J. Walter Thompson Co., San Francisco.

WMCA, New York

Chris. Hansen's Laboratory, Little Falls, N. Y., weekly *sp*, 13 weeks thru Advertisers Broadcasting Co., N. Y.

Zion National Kosher Sausage Factory, New York, weekly *sp*, 26 weeks, thru Advertisers Broadcasting Co., N. Y.

Kingway Press Inc., Scarsdale, N. Y., 4 weekly *sp*, thru Alvin Austin Co., N. Y.

WENR, Chicago

Midland Flour Milling Co., Kansas City (Town Crier Flour), *sa* thru Stack-Goble Adv. Agency, Chicago.

Lewis-Howe Co., St. Louis (Tums), 2 weekly *t*, *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

KECA, Los Angeles

Bayuk Cigars Inc., Philadelphia (cigars), 5 weekly *sa*, thru McKee, Albright & Ivey Inc., Philadelpha.

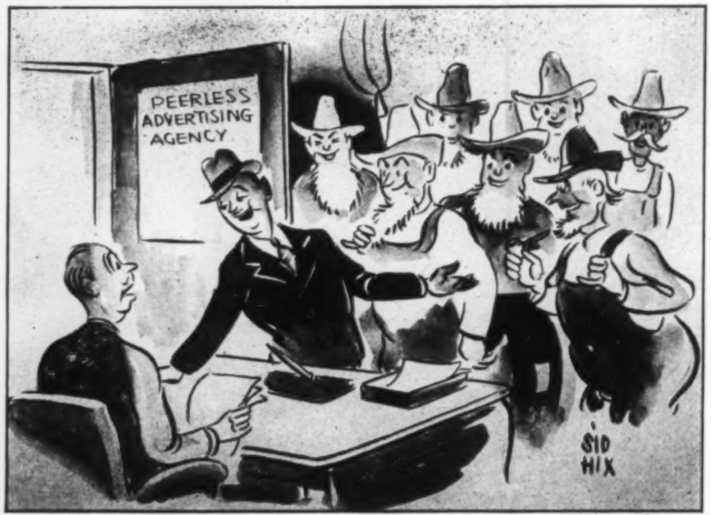
Buick Motor Co., Flint, Mich. (autos), 26 *ta*, thru Arthur H. Kudner Inc., N. Y.

KJBS, San Francisco

Doyle Packing Co., San Francisco (dog food) 5 weekly *sa*, thru Beaumont & Hohman, San Francisco.

WTMV, E. St. Louis

Sears, Roebuck & Co., St. Louis (retail), 6 *sp*, *direct*.



Drawn for BROADCASTING by Sid Hix

"I Brought Them Along to Corroborate the Bumper Crop Reports in Our Sales Territory."

CFCF, Montreal

Lambert Pharmacal Co., St. Louis (Listerine), weekly *t*, thru Lambert & Feasley Inc., N. Y.

Underwood Elliott Fisher Co., Toronto, weekly *sp*, thru Association Brdcstg. Co., Toronto.

American Home Products Corp., New York (Anacin), 3 weekly *t*, thru Blackett - Sample - Hummert Inc., N. Y.

Eno Proprietaries Ltd., Toronto, weekly *t*, thru Tandy Adv., Toronto.

Standard Brands Inc., Montreal (Chase & Sanborn), weekly *sp*, thru J. Walter Thompson Co., Montreal.

Procter & Gamble Co., Cincinnati (Oxydol), 5 weekly *t*, thru Blackett-Sample-Hummert Inc., N. Y.

Procter & Gamble Co., (Chipso), 5 weekly *t*, thru Compton Adv. Inc., N. Y.

Procter & Gamble Co. (White Naphtha), 3 weekly *t*, thru Compton Adv. Inc., N. Y.

Procter & Gamble Co. (Ivory), 5 weekly, *t*, thru Compton Adv. Inc., N. Y.

Coca Cola Co., Atlanta (beverage), 2 weekly *t*, thru D'Arcy Adv. Inc., St. Louis.

Ironized Yeast Corp., Atlanta (proprietary), 2 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.

Milton Sales of Canada Ltd., Montreal (antiseptic), 3 weekly *sp*, thru United Radio Adv. Ltd., Toronto.

KHJ, Los Angeles

Ironized Yeast Co., Atlanta (yeast tablets), 2 weekly *t*, thru Ruthrauff & Ryan Inc., New York.

Gardner Nursery Co., Osage, Ia., 3 weekly *t*, thru Northwest Radio Adv. Co., Seattle.

General Cigar Co., New York (Wm. Penn Cigars), 10 weekly *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

Nu Tone Chimes Inc., New York (electric door chimes), 3 weekly *sa*, thru Merrill Adv. Co. Inc., N. Y.

WIP, Philadelphia

Hecker Products Corp., New York (H-O cereal), 5 weekly *sp*, thru Erwin, Wasey & Co., N. Y.

Goldban Pharmacal Co., Philadelphia (Tarpinod), 6 weekly *sp*, thru Harry Feiganbaum Adv. Service, Philadelphia.

KOA, Denver

California Animal Products Co., Oakland (Calo dog food), 2 weekly *sa*, thru Emil Brisacher & Staff, San Francisco.

WHN, New York

Lamont Corlis & Co., New York (Danya hand lotion), 3 weekly *sp*, 26 weeks, thru J. Walter Thompson Co., N. Y.

WJZ, New York

Carleton & Hovey Co., Lowell, Mass. (Father John's Medicine), 2 weekly *sp*, thru John W. Queen, Boston.

WOR, Newark

Heller Deltah Co., New York (Deltah cosmetics), weekly *sp*, thru Arthur Rosenberg Co., N. Y.

WOV, New York

Procter & Gamble Co., Cincinnati (Oxydol), 5 weekly *sp*, thru Blackett-Sample-Hummert Inc., Chicago.

KYA, San Francisco

Maryland Pharmaceutical Co., Baltimore (Rem) 7 weekly *sa*, thru Joseph Katz Co., N. Y.

KMPC, Beverly Hills, Cal.

Glass Containers Assn., Toledo (bottles), 3 weekly *t*, thru U. S. Adv. Corp., Toledo.

KIDW, Lamar, Col.

Gardner Nursery Co., Osage, Ia., 52 *t*, thru Northwest Radio Adv. Co., Seattle.

WNEW, New York

Eagle Tire Co., New York, 13 *t*, thru Ravett Adv. Agency, N. Y.

Radio Time Widely Used By Candidates in Canada

By JAMES MONTAGNES

ONTARIO has just been through a provincial election, much of which was waged on the air, and which resulted Oct. 6 in the return of Premier Mitchell Hepburn and his Liberal Party to power. While definite figures are not available, becouse political parties are afraid such information might be harmful if issued, a close estimate by radio officials places the network time spent by the two leading political parties as 26 hours.

One party stated it spent 10¾ hours on the air at a cost, including line charges, of about $19,000. Individual station records were difficult to obtain because of the many short periods, but the time spent on CKCL and CFRB in Toronto is similar to that spent throughout the province. CKCL had 14¾ hours on the air and CFRB about 27 hours, total revenue for the two stations being about $4,000. A close estimate as to amount spent by all political parties on the air, including line charges, would come to about $45,000. The election broadcasts ended Oct. 2, according to government regulations which require broadcasts to cease two days before an election.

STAR RADIO PROGRAMS Inc., New York, has prepared a new edition of its Christmas programs, available Nov. 15. Titled *The Christmas Tree of 1937*, the series consists of 25 scripts, written by Edith Barnwell and edited by Burke Boyce, formerly continuity head of NBC.

FLORIDA STATION, WKAT, TO TAKE AIR

HOUSED in its own modern building in the shopping district of Miami Beach, the new WKAT, 100 watts on 1500 kc., will open Nov. 1 with a premier program featuring Harry Richman and other nationally known stars, according to Jan Musselman, general manager. Mr. Musselman came from Allentown, Pa., where he formerly managed WCBA and WSAN.

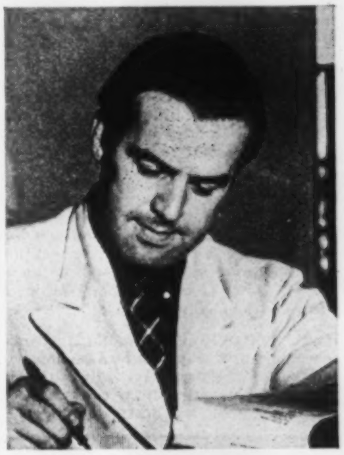
WKAT will be licensed to Frank Katzentine, Miami attorney and former Miami Beach mayor. Mr. Musselman's assistant manager will be Miss Bettye Lee Taylor, formerly with NBC in Cleveland.

The new station is regarded as a model 100-watter, its building containing two large studios, control and audition rooms, a spacious lobby and commercial offices. Western Electric equipment is used throughout, with a 154-foot Blaw-Knox antenna. WKAT will use the 18-hour UP teletype news service.

Magazine on Air

PUBLISHERS of *Your Life* magazine, Scarsdale, N. Y., started Oct. 4 sponsorship of a series of five-minute broadcasts on WMCA, New York. Conducted by Douglas Lurton, and titled *Voice of the Editor*, the program consists of excerpts from the new pocket-size magazine. Schedule is for one five-minute period a day for four weeks. Agency is Alvin Austin Co., New York.

Heads New Miami Local



JAN MUSSELMAN

From a Vault

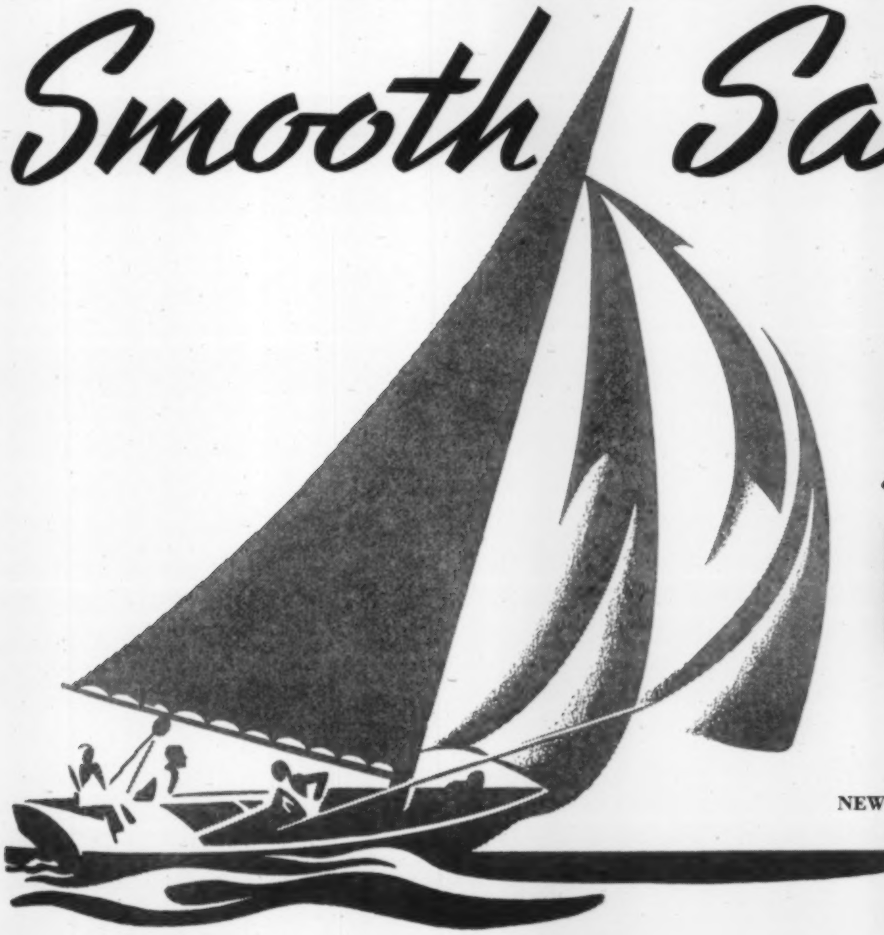
WMPS, Memphis, handicapped for space because of studio construction, has converted a storage vault into a temporary studio. The novel studio is near present WMPS temporary quarters and has been cleaned out and wired. WMPS describes it as "the most unusual studio in the world."

WHIP ON THE AIR AT HAMMOND, IND.

WHIP, new 5,000-watt daytime station on 1480 kc. in Hammond, Ind., went on the air for the first time Oct. 9, broadcasting the Chicago-Wisconsin football game direct from Stagg Field, Chicago. Actual opening of the station, however, took place Oct. 13 and various Chicago and Hammond officials were scheduled to take part in special dedicatory services about Oct. 17.

Charles Garland has resigned as assistant to Ralph Atlass, president of WJJD and WIND, to become sales director of WHIP, starting Oct. 18. Executive personnel of the Hammond-Calumet Broadcasting Corp., which operates the 100-watt WWAE in addition to WHIP, comprises G. F. Courrier, president and general manager; Doris Keane, managing director, and O. E. Richardson, commercial manager. Others are Everett Parker, former assistant chief of radio for the WPA in Washington, production manager; Ardella Kay, formerly with WTAM, WCFL, KOIL and WAAF, continuity editor; Gordon Ray, formerly continuity editor of WLW and producer at Affiliated Broadcasting Co., in charge of dramatic productions; and Jack Holbrook, chief announcer. Bill and Stan Corley handle sports and special events, respectively. M. E. Schrademeyer, chief engineer at WWAE, will also head the WHIP technical staff.

CKLW, Windsor, is now on the air 22 hours a day. It is silent only from 4 to 6 o'clock each morning.



Smooth Sailing

—DON'T FRET ABOUT DETAILS JUST CALL —

KWK

THOMAS PATRICK INC.
HOTEL CHASE, ST. LOUIS
REPRESENTATIVE, PAUL H. RAYMER CO.
NEW YORK CHICAGO SAN FRANCISCO

Radio Advertisers

WILSHIRE OIL Co., Los Angeles, early in October started to use all available evening station breaks on KFI, that city, continuing through 1937, for the sponsor's new Polly Gas said to be the first polymerized gasoline on the West Coast. It will be marketed through independent gas stations. Agency is Dan B. Miner Co., Los Angeles.

BIRELEY'S Inc., Hollywood (beverage), has named J. Walter Thompson Co., that city, as agency.

JUSTIN HAYNES & Co., New York, is advertising through William Irving Hamilton Inc., New York.

RADIO GUIDE, Chicago, has placed its account with Al Paul Lefton Co. Inc., Philadelphia.

STOCKTON & JONES, Los Angeles (S. & J. Prune Pudding), to attract consumer attention on Sept. 27 started an eight-week test on KNX, Hollywood, using daily participation in the five weekly half-hour *Housewives Protective League* program conducted by Fletcher Wiley. This is the first advertising ever undertaken by the firm. If test is successful contract will be renewed and other California stations will be added to the list. Agency is Chas. H. Mayne Co., Los Angeles.

GENERAL FOODS Corp., New York, will use its present programs for Maxwell House coffee, Grape-Nuts and Huskies for the promotion of Post-O, new hot cereal. First mention of the product on the air will be made about Nov. 1. Agency is Benton & Bowles Inc., New York.

DAY BROS. Inc., New York (furs), has appointed Jay Lewis Associates to direct advertising. According to the agency, a quarter-hour program on WOR, Newark, will start about Dec. 1.

OUR BOWL IS A GOLD DUST BOWL!

Red River Valley farms and buildings are valued at $927.18 per capita -- 33% higher than the average of $695.25 for the rest of the West North Central area... That's partly because richer soil, favorable climate and better farming methods produce better crops.

Moral: Red River Valley citizens are well worth reaching... especially when WDAY brings them to you all in one audience—at low cost!

WDAY, INC.

N. B. C.

Affiliated with the Fargo Forum

FREE and PETERS, INC. NATIONAL REPRESENTATIVES

FARGO N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

FALL'S HERE—And Myron Kirk (left), vice-president in charge of radio, Ruthrauff & Ryan Inc., has plenty of radio problems to discuss with Edmund B. (Tiny) Ruffner, manager of the agency's Hollywood production office. This picture was taken just before opening of the R. B. Davis Co. program on CBS for Cocomalt, which started Oct. 3 from Hollywood.

EVANS FUR Co., Chicago, which has been built into a $2,000,000 annual business, primarily through radio, will add a seventh Chicago station, WLS, next February to promote its Fur Coat Club. The fur firm is currently considering Chicago sponsorship of the George Jessel Mutual Sunday evening program. Evans renewed its thrice-weekly quarter-hour program on WMAQ, Oct. 4 for 26 weeks and is continuing daily quarter-hour programs on the following Chicago stations: WGN, WBBM, WCFL, WJJD and WAAF. In addition Evans is using 3 quarter hour Polish programs weekly on WGES. A half-hour Sunday Polish program, currently on WCFL, will also probably be shifted to WGES in November as at that time the Labor Station discontinues its foreign language programs. Auspitz & Lee, Chicago, is agency.

POPULAR BRANDS Inc., New York, maker of Pop, a soapless cleanser, now using participating programs on three New York State stations, will probably add to its list before Nov. 1. Stations now being used are WNBF, Binghamton, participation; WGY, Schenectady, participation and one-minute spot announcements; and WSYR, Syracuse, participation in three programs. The agency is Tracy-Locke-Dawson Inc., New York.

S. GUMPERT Co., Brooklyn (dessert), sponsoring a series on WOR, Newark, and WCAU, Philadelphia, advertises through Rose-Martin Inc., New York. The account was incorrectly attributed to another agency in the Sept. 1 issue. BROADCASTING regrets the error.

SITROUX CO. Inc., New York (Sitroux tissues), on Nov. 5 will start participation in *Allie Lowe Miles and Sedley Brown* program on WOR, Newark. The company is also using one-minute live spot announcements on KYW, Philadelphia, six days a week. Agency is Franklin Bruck Advertising Corp., New York.

FIRESTONE TIRE & RUBBER Co., Akron, sponsored two broadcasts of the judging of the finest dairy cattle exhibited at the National Dairy Show on the Ohio State Fair grounds at Columbus. The two 15-minute broadcasts were made from ringside of the main arena as judges picked the best of the 1,400 animals exhibited on the afternoons of Oct. 13 and 14, over the NBC-Blue network. Programs were placed through Sweeney & James Co., Cleveland.

WESTLEY Co., New York (Westley's Hair Color Liquid and O'Lene), has appointed Glicksman Adv. Co. Inc., New York, to direct advertising. According to Edward R. Black, account executive, a radio program, the company's first, will be placed on regional networks about April 15.

CUDAHY PACKING Co., Chicago (Old Dutch Cleanser), expanded its *Old Bachelor's* show Sept. 27, adding one Mutual outlet and 7 Columbia stations in addition to a switch made in Cleveland from WHK to WGAR. On Mutual, WHB, Kansas City, is now broadcasting the show in addition to WGN, which originated the program two years ago. On CBS the following stations have been added: WOKO, WCHS, WFBL, WHAS, KRNT, KFAB and WCCO. Nineteen stations are now broadcasting the show which is aired at 10:15-10:30 a.m. (EST) over Mutual and 9:45-10 a.m. (CST) over CBS. Roche, Williams & Cunnyngham Inc., Chicago, is agency.

GENERAL FOODS Corp., New York, on Oct. 7 observed the fifth year sponsorship of the NBC *Maxwell House Show Boat*. Final broadcast of the series is Oct. 21 and it will be replaced Nov. 4 by a new network show featuring MGM talent.

PRODUCERS Distributing Agency Inc., New York (turkeys), will start Nov. 8 *Turkey Tales*, transcribed talks, on WOR, Newark. Program will be broadcast Mondays through Fridays at 4:50-4:55 p.m. The sponsor expects to add a Chicago station about Nov. 15. Agency is Edwin M. Phillips Co., New York.

ATLANTIC REFINING Co., Philadelphia (White Flash), has added two broadcasts to its football schedule. On Oct. 16 the Chicago-Princeton game will be broadcast on WOR, Newark, and the Colgate-Tulane game on the same day will be heard on WGY, Schenectady; WBEN, Buffalo, and WHAM, Rochester, N. Y. Agency is N. W. Ayer & Son Inc., Philadelphia.

DELTOX RUG Co., Oshkosh, Wis., has appointed Grey Adv. Agency Inc., New York, to direct advertising. Use of radio is being considered.

AMERICAN PRODUCTS Co., Cincinnati (household necessities) has placed its business with Presba, Fellers & Presba Inc., Chicago. A quarter-hour of the *Top of the Morning* program on WLW, Cincinnati, thrice weekly will start by Nov. 1.

BERNARD PERFUMERS, St. Louis (perfume), on Oct. 15 started quarter-hour programs on WLW, Cincinnati, and five-minute spots two and three times weekly over 15 stations. Johnson Sel Co., Chicago, is agency.

MANTLE LAMP Co., Chicago (lamps), started *Homer Griffith, the Friendly Philosopher*, on two stations of the WLW Line (WLW and WIND) Oct. 15, Fridays, 7:17-7:30 p. m. Presba, Fellers & Presba Inc., Chicago, is agency.

REIDSVILLE, the Tobacco Market, for the third season is using WBIG, Greensboro, N. C., to promote the sale of millions of pounds of bright-leaf tobacco. Past broadcasts led to successive records in sales and a volume of 12 million pounds is expected this season.

C. OWEN ROSS Mfg. Co., Los Angeles, manufacturers and distributors of roller bearings for automobile springs, for the first time is including radio in its advertising schedule and on Oct. 14 started for 26 weeks, a Thursday evening quarter-hour news period titled *Magic Carpet News Review*, on KECA, that city. Lee Ringer Adv. Agency, Los Angeles, has account.

MONARCH BREWING Co., Los Angeles (Balboa beer), and Seven-Up Bottling Co., of Los Angeles (soft drink), alternated sponsorship of the International Six Day Bicycle Races from that city Oct. 5-11 on KFAC. The former took the afternoon quarter hour period and the latter the 15 minute evening schedule. Seven-Up Bottling Co. also sponsored the event twice daily on KMPC, Beverly Hills, Cal. Allied Adv. Agencies Inc., Los Angeles, has account, with Stanley Worsdell executive in charge.

MIDLAND FLOUR MILLING Co., Kansas City (Town Crier flour), on Sept. 23 started six weekly announcements on WMAQ, WHO and WMT. A cook book containing 300 recipes, all of which have won prizes, is given with a sales check or part of a Town Crier flour sack. Stack-Goble Adv. Agency, Chicago, handles the account.

GAYTIME FROCKS Inc., Chicago (dress shops) has placed its business with George H. Hartman Co., Chicago. A quarter hour program, *Gay Time Melodies* started over WBBM, Oct. 10, with foreign language programs scheduled to start on WHIP, Hammond, Nov. 1.

KREMOLA Co., Chicago (cosmetics), has placed its account with Van Hecker-MacLeod Inc., that city.

GOLDEN BEAR COFFEE Co., Los Angeles (Breakfast Club coffee), has appointed Philip J. Meany Co., that city, to handle its advertising.

HYDE PARK BREWERIES, St. Louis, will sponsor all sporting events for the winter season on WIL, St. Louis, except collegiate football which is sponsored by the Industrial Bank, that city. The brewing company will sponsor wrestling, boxing, hockey, basketball, bowling, midget racing, indoor tennis and track events.

WILLARD TABLET Co., Chicago (Willard's Messenger) has moved from 215 W. Randolph St. to larger quarters at 9 W. Washington St. First station Willard has selected for its fall schedule is CKLW, Detroit, with 5 weekly five-minute news periods broadcast at 10-10:15 a. m. starting Nov. 1. First United Broadcasters Inc., Chicago, is agency.

R. C. McKEE, son of Homer McKee, Chicago agency, on Oct. 1 joined Standard Oil Co., of Indiana, at Chicago as assistant advertising manager under Wesley I. Nunn, advertising manager. He succeeds N. H. Reed, who retires on annuity next Jan. 1.

MAYBELLINE Co., Chicago, according to Thomas L. Williams, advertising manager of the firm, will do no radio advertising this year. The firm did considerable air advertising last year. Kirtland-Engel Co., Chicago, is the agency.

CHARLES MARCHAND Co. (hair wash, shampoo), has appointed M. H. Hackett Inc., New York, to direct advertising. Radio may be used later in the season.

Announcement Wordage Is Restricted in Canada

BECAUSE the hourly advertising content of 10% will be strictly enforced by the CBC, CKAC, Montreal, has notified advertising agencies and representatives selling short announcements to limit them to 50 words after Nov. 1. Phil Lalonde, director of CKAC, reports that several station managers are arranging to meet the Corporation management in Ottawa so that this matter of advertising content, regarding spot announcements, may be discussed further. "There is a possibility of a loophole through the use of five-minute periods," he said. The CBC regulations allow the stations to put several advertising announcements in at a time, provided the total of such announcements in a day does not come to more than a daily use of six minutes per hour for every hour the station is on the air.

RATE CARD No. 12, readjusting the time rates of WOR, Newark, has been issued to go into effect Nov. 14, but current advertisers may renew or extend their contracts at present rates for 52 weeks from the effective date.

CONTACTS WOMEN
WBBM Names Mrs. Mountjoy To New Position

WITH the rising importance of women as buyers for the American family, WBBM, Chicago, has appointed Mrs. Carroll Mountjoy, as "Women's Contact Woman", said to be the first post of its kind created by any major radio station. Mrs. Mountjoy will maintain public relations with women's clubs, parent-teachers associations, public, private and parochial schools, libraries and other organizations in addition to assisting in the merchandising of food broadcasts.

Among the programs coming under Mrs. Mountjoy's supervision is the new hour *Pantry Party* homemakers' school to be conducted by Eleanor Howe each Saturday morning over WBBM. Coming to WBBM from the Stack-Globe Advertising Agency in Chicago, where she was a member of the copy staff, Mrs. Mountjoy was at one time a fashion writer for the *Detroit News*. Before coming to Chicago she conducted the *Minute Parade* broadcast on WWJ, Detroit.

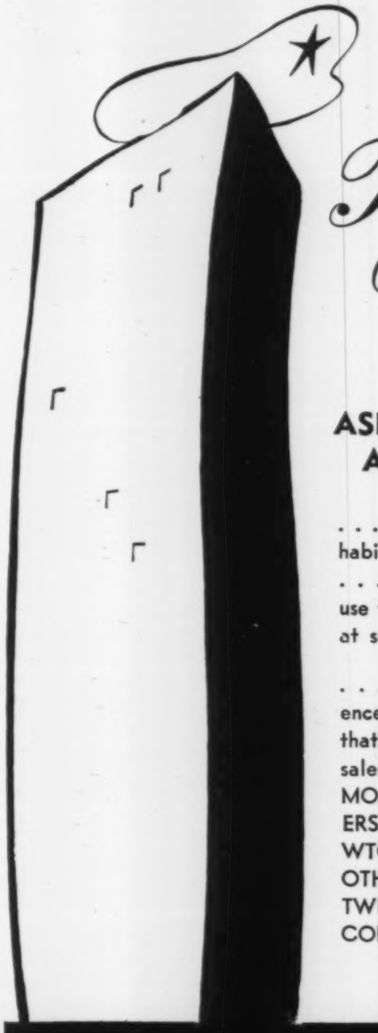
Sponsors in 32 Cities Using Mutual Program

LOCAL cooperative campaign of sponsors in 32 cities started Oct. 10 on the Mutual network with program, *30 Minutes in Hollywood* featuring George Jessel, Norma Talmadge, Tommy Tucker and his orchestra, Amy Arnell and guest stars. Scheduled to run for 26 weeks, sponsor for the show on the Oklahoma net (KGFG, KCRC, KGFF, KBIX, KADA, KVSO) is Oklahoma Power & Light Co.; on the Don Lee net (KHJ, KFRC, KGB, KDB, KFXM, KPMC, KQW) the sponsor is Gaffers & Sattler, Los Angeles, makers of gas ranges; on the Michigan net (WXYZ, WELL, WBCM, WFDF), Gobbels Brewing Co.; on WOR, Newark, Crawford Clothes Inc., New York; WEAN, Providence, Rhode Island Supply Co.; KFEL, Denver, New Method Dry Cleaning Co.; WHK, Cleveland, Standard Drug Co.; WWSW, Pittsburgh, Palace Credit Clothes; KWK, St. Louis, Hyde Park Brewery; KOIL, Omaha, Interstate Transit Co. (buses); and sustaining on WGN, Chicago. Program originates at KHJ, Los Angeles, and is broadcast Sundays from 6-6:30 p.m. Agency is Redfield-Johnstone Inc., New York.

Bakeries Buy Discs

CAMPBELL-TAGGART Associated Bakeries have purchased rights to *Air Adventures of Jimmie Allen*, formerly sponsored by Richfield Oil Corp. and others for units in 32 cities, following a 12-month test in Indianapolis and Cincinnati. Campbell-Taggart bakeries are operated in the Midwest and South. Negotiations were conducted by Mervin B. Cooksey, secretary of Russel C. Comer Adv. Co., Kansas City.

BUICK MOTOR Co., Flint, Mich., plans to sponsor the Joe Louis-Max Schmelling heavyweight championship match when it is finally staged, according to Arthur Kudner Inc., Buick's agency. The fight will probably take place next June.



In the *Twin Cities*

ASK THE LOCAL ADVERTISERS

. . . they know the buying habits of their customers . . . and what medium to use to get a quick response at small cost!

. . . because long experience has proved to them that WTCN produces more sales per advertising dollar, MORE LOCAL ADVERTISERS BROADCAST OVER WTCN THAN ON THE OTHER TWO MAJOR TWIN CITY STATIONS COMBINED!

WTCN

MINNEAPOLIS ST. PAUL

NBC BLUE NETWORK STATION

Owned and Operated by the

MINNEAPOLIS TRIBUNE
and ST. PAUL DISPATCH-PIONEER PRESS

With Over 300,000 Circulation Both Daily and Sunday.

FREE & PETERS, INC., National Representatives

Agencies

ROBERT C. WILSON Jr., for the past seven years CBS sales representative in the Philadelphia and New York territories, has been appointed director of radio for Maxon Inc., New York, effective Oct. 4. The agency's radio department has moved into new and larger quarters on the 10th floor of the General Electric Bldg.

LOUIS TAPPE, who has been in charge of continuity for Schillin Adv. Corp., New York, for the past six months, has been made head of the program and production departments of the agency, succeeding Lewis Reid, resigned. Mr. Tappe was formerly with WHN, New York, NBC, and KMOX, St. Louis. He is assisted by Pearl Greenwald, who was also his secretary at WHN. C. A. Kracht, formerly with WHN, WMCA and CBS, has joined the agency's sales staff. Ann Weinstein, secretary to A. B. Schillin, has resigned and is succeeded by Gertrude Friedlander.

W. H. SANDIFORD, sales manager of KAST, Astoria, Ore., has resigned to join Mac Wilkins & Cole, Portland-Seattle agency, in charge of radio contacts.

H. H. DOBBERTEEN, for two years in the media department of Benton & Bowles Inc., New York, has been named director of media for the agency. He succeeds A. M. Lewis, who resigned to become media director of Pedlar & Ryan Inc., New York, effective about Oct. 18. At Pedlar & Ryan, William E. Steers, formerly assistant media director, has been placed in executive charge of the space department, the position formerly held by Max Hacker, who died recently.

HERB CARLBORG, a CBS salesman in Detroit, has been appointed manager of Radio Sales Inc., in that city.

IRVING ROCKLIN, partner of the Selvair Broadcasting System Inc., Chicago, on Oct. 3 became the father of a baby boy, Robert Elliot.

RALPH J. FAILOR, formerly with the Pittsburgh office of BBDO, has joined the Chicago office of Young & Rubicam Inc., as account executive.

TOM REVERE, radio director of Benton & Bowles Inc., has returned to his New York headquarters after several weeks in Hollywood.

TOM HARRINGTON, Hollywood manager of Young & Rubicam Inc., has returned to his desk after recovering from a fractured ankle.

Lunke Names Baker

Mr. Baker

GENE BAKER, until recently production manager of KIRO, Seattle, has been appointed manager of the Seattle office of James R. Lunke & Associates, and will also have charge of the radio production unit of the organization, Weco Radio Productions. Prior to joining KIRO, Mr. Baker appeared on NBC and CBS shows originating in New York. He has been actively engaged in radio work for the last 12 years. The main office of the agency has been moved to Chicago [BROADCASTING, Sept. 15] with Mr. Lunke in charge of both the agency and Weco Radio Productions in that city.

EDMUND B. (Tiny) RUFFNER, west coast manager of Ruthrauff & Ryan Inc., Hollywood, has been appointed a vice-president of the agency, the announcement being made by F. B. Ryan, president, while the latter was in Hollywood. The appointment relieves Ruffner of active production duties on the agency's shows, giving him full supervision over Producers Nate Tufts of the *Joe Penner* show (R. B. Davis Co. for Cocoamalt), Ben Larson of the *Al Jolson* program (Lever Bros.), and Clark Andrews of the *Big Town* series featuring Edward C. Robinson which starts CBS Oct. 19 under the latter sponsor.

DAVID HEENAN, formerly of the United Press, San Francisco, and prior to that publicity director of the Don Lee Broadcasting System, Los Angeles, has joined the publicity department of Raymond R. Morgan Co., Hollywood agency.

ALLAN SEAGER and George Milburn, on the Hollywood production staff of Neisser-Meyerhoff Inc., have taken over the writing assignment of *Scattergood Baines*, daily quarter-hour CBS Pacific network serial sponsored by Wm. Wrigley Jr. Co. Serial was formerly co-authored by Russ Johnson, now CBS Pacific Coast continuity editor, Hollywood, and Hal Hudson, who has returned to Neisser-Meyerhoff Inc., Chicago offices.

SAM KOERNER, producer of the NBC *Olsen & Johnson* program sponsored by Richfield Oil Co., has resigned from Hixson-O'Donnell Inc., Los Angeles agency servicing the account, and will free lance in motion pictures and radio. Ted Sherdeman, NBC Hollywood staff announcer, has taken over production of the weekly half-hour Pacific Coast program from that city.

RAY HENDERSON, active in radio for many years, has joined the staff of C. Wendel Muench & Co., Chicago, as account executive.

JACK BAKER, for 12 years merchandising and sales promotion director of various Hearst newspapers, has been appointed merchandising service manager of Scholts Adv. Service, Los Angeles.

LARRY RAYMOND Adv. Agency, with offices at 1151 S. Broadway, Los Angeles, has changed its name to L. Raymond Co.

W. E. FARMER, formerly editor of the *Burbank* (Cal.) *News*, is now production manager of Botsford, Constantine & Gardner, Los Angeles. He succeeded E. F. Farnsworth, resigned.

RAY SULLIVAN, New York executive of Ruthrauff & Ryan Inc., on the R. B. Davis Co. (Cocomalt) account, was in Hollywood early in October for the opening fall broadcast of the CBS Joe Penner show sponsored by the latter firm.

WYNN ORR, radio director of Stack-Goble Adv. Agency, Chicago, became the father of a baby boy, born Oct. 10.

LENNEN & MITCHELL Inc., New York agency, has established West Coast offices at 8949 Sunset Blvd., Hollywood. Mann Holiner, agency radio director, is in charge as manager and he will remain on the West Coast indefinitely supervising production of the NBC Jergens Program (Andrew Jergens Co.), and the new NBC Tyrone Power dramatic series (John H. Woodbury Co.), which emanate from Hollywood. His assistant is Norman Best who was transferred from the New York offices. Blaine Butcher producer of the Jergens Program has returned to the agency's eastern offices to produce a new show now being readied. Robert Orr, vice-president of Lennen & Mitchell Inc., was in Hollywood early in October to assist in establishing offices and to attend the opening broadcast of the Tyrone Power series Oct. 3.

WILLIAM BENTON, former senior partner of Benton & Bowles Inc., who resigned to become vice-president of the University of Chicago on Oct. 15 was to discuss his reasons for leaving the agency business at the age of 38 to go into the educational field. The program, under the auspices of the University Broadcasting Council, Chicago, was arranged by Allan Miller, director of UBC.

RICHARD MARVIN, radio director of J. Walter Thompson Co., Chicago, has been appointed chairman of the entertainment committee of the Federated Advertising Club of Chicago.

ARTHUR BOOTH, formerly with Joseph Katz Co., Baltimore agency, where he handled radio work on the Amoco Gas and Arrow Beer accounts, has joined the Baltimore office of Courtland D. Ferguson Inc., working on national accounts, including radio.

HERSCHEL DEUTSCH, radio director of Lawrence C. Gumbinner Adv. Agency, New York, was in Hollywood late in September to complete arrangements for 13 weeks sponsorship by American Tobacco Co. (Roi Tan cigars), of *Man to Man*, weekly quarter-hour sports program on 5 CBS Pacific stations.

H. K. BACHELDER, formerly with 20th Century-Fox Film Corp., Hollywood, has joined Allied Adv. Agencies Inc., Los Angeles, as account executive.

MILTON S. SCHWARTZ, for seven years a member of the copy staff of Lord & Thomas, Chicago, was appointed to the Frigidaire account Oct. 1 and is now making his headquarters in the agency's Dayton office.

JOHN B. MORSE, with Lord & Thomas, Chicago, for three years, has joined Blackett-Sample-Hummert Inc., Chicago, as account executive.

FTC Stipulations

TWO firms that have used radio have stipulated with the Federal Trade Commission to cease alleged unfair claims. Coleman Lamp & Stove Co., Wichita, has agreed to stop claiming its lamps are more efficient than others on the market, etc. Bathasweet Corp., New York, has agreed to stop representing its product contains the secret of beautiful body skin. Federal Enameling & Stamping Co., Pittsburgh, has been ordered to stop use of the word "stainless" in advertising enamelware unless it meets certain tests, or that it will not chip, etc.

MILT GROSS, humorist and author, has been placed under a 39-week contract by Savington Crampton, Hollywood manager of William Esty & Co. Inc., to write the weekly scripts of the CBS *Oakie College*, West Coast part of *Camel Caravan* sponsored by R. J. Reynolds Tobacco Co. from that city.

Delivers Denver's Dollars

Coin is minted in Denver—spent there, too! Station KOA—"Denver's Radio City"—has an influential voice in directing the purchasing power of some 358,000 radio families. Compact coverage in a wealthy domain means power to deliver more retail sales dollars.

50,000 WATTS
KOA
DENVER
★ Tops in Spot

PROGRAMMED AND REPRESENTED EXCLUSIVELY BY NBC

Lord & Thomas Expands Facilities in Hollywood To Handle New Business

LORD & THOMAS plans to increase its broadcast originations from Hollywood to at least six transcontinentals weekly in the near future and has established headquarters at 1114 Guaranty Bldg., that city, with a suite of 10 offices, moving from the Knickerbocker Hotel. Tom McAvity, formerly New York radio director, has been brought in as manager. Jack Runyon, formerly in charge of Hollywood production, has been made assistant manager. Producers are James Fonda and Carl Stanton. William Newberry is in charge of motion picture studio contacts.

The firm, collaborating with Don Becker, production manager of Transamerican Broadcasting & Television Corp., is setting up the new Warner Bros.-Lucky Strike (American Tobacco Co.) broadcast series planned for NBC-Red release to replace the Wednesday night *Hit Parade*. The show is tentatively titled *Your Hollywood Parade*, and with Dick Powell as master-of-ceremonies will first be put on transcription and sent to the American Tobacco Co. New York office for audition and approval. It will be an hour show. Under an agreement recently consummated in New York, American Tobacco Co. has first call on Warner Bros. picture talent.

Prospects for Hollywood origination under Lord & Thomas production also include the new Pepsodent Co. series, and Quaker Oats Co. program, in addition to accounts now handled from that city for the Pacific Coast and transcontinental release. Other accounts now broadcast from Chicago, New York and elsewhere are tentatively on the Hollywood origination schedule.

Famous Artists to Pick Sealtest Starring Awards

A GROUP of eight of America's most distinguished musicians will serve as the Committee on Awards for the Sealtest *Rising Musical Stars* program, starting Oct. 17 on NBC-Red. Committee members are Leopold Godowsky, formerly of the Imperial Royal Academy, Vienna; Ernest Hutcheson, of the Julliard Graduate School of Music, New York; Olga Samaroff, also of the Julliard School, and head of the piano department of the Philadelphia Conservatory of Music; Ernest Schelling, conductor of the Baltimore Symphony Orchestra and of the Children's Concerts of the New York Philharmonic-Symphony Society; Alexander Smallens, conductor with the Philadelphia orchestra, New York Philharmonic and others; Albert Spalding; Efrem Zimbalist; Alma Gluck Zimbalist, former Metropolitan Opera prima donna.

This committee will choose from the hitherto unrecognized soloists appearing weekly on the program the one to receive monthly $500 awards. At the end of the 12-week series, they will select the one to win the Grand Award of $1,000. Mr. Smallens, Mr. Schelling and Mrs. Zimbalist will form the Jury of Auditions to select the individual artist for each week's program.

Jack Latham Takes Post At American Tobacco Co.

Mr. Latham

JOHN R. (Jack) LATHAM, spot time buyer for Young & Rubicam Inc., New York, has resigned to join the American Tobacco Co., where he will work on general advertising plans under supervision of George Washington Hill Jr., son of the president. He takes over his new duties Oct. 18.

Joseph Holmes, who has been Mr. Latham's assistant, will succeed him as spot time buyer, working under the general direction of Carlos Franco, radio department executive of the agency.

Mr. Latham has been with the agency since 1933 and two years ago assumed charge of spot placements. He has been most active in the use of local studio programs for spot campaigns. While his immediate function at the American Tobacco Co. has not been indicated, Mr. Latham's familiarity with spot broadcasting may be reflected in his new activities.

McDougall, Weiss Form New Advertising Agency

Mr. Weiss

CHARLES H. McDOUGALL and Edward H. Weiss have resigned as vice-presidents of Henri, Hurst & McDonald Inc., Chicago, to form a new advertising agency, McDougall & Weiss. The new firm will operate from New York after the first of the year at an address to be announced shortly. Temporary headquarters have been established at 410 N. Michigan Ave., Chicago, with the possibility that this office may continue as a branch.

McDougall & Weiss will handle all advertising of the Selby Shoe Co., and its subsidiary, Orthopedic Shoes Inc., embracing seven nationally advertised brands of women's shoes. No definite radio plans have been formulated.

At Henri, Hurst & McDonald where he was executive of the Selby account, Mr. Weiss was vice-president, account executive and radio head. He operated his own agency in Chicago for six years and spent two years with Critchfield & Co. before joining Henri, Hurst & McDonald in 1933. A pioneer in radio advertising, Mr. Weiss was among the first to have such famous names on the air as Ben Bernie, Chic Sales and Mrs. Franklin D. Roosevelt.

Mr. McDougall for many years was with BBDO in New York and Chicago. Among accounts he had worked on were Celotex Co., American Rolling Mills, Sears Roebuck & Co., Schlitz Brewing Co. and Hart, Schaffner & Marx.

J. WALTER THOMPSON Co., Chicago, is handling free the production radio programs to be broadcast over eight Chicago stations, all donating their time, for the Chicago Community Fund starting Oct. 18.

Grid Sponsor's Premium

A FOOTBALL "Scoregraph" for listeners-in on the Yale football games, designed by Announcer Bill Slater, is being distributed as a promotional feature to football fans in New York and New England by Socony-Vacuum Oil Co., New York, sponsor of the broadcasts. The "Scoregraph" is designed so that listeners may chart the play-by-play, and is being distributed by the company's dealers. Agency is J. Stirling Getchell Inc., New York.

EDDIE CANTOR Anniversary Week will be observed Oct. 24-30, in recognition of the comedian's 25 years in the entertainment world. A testimonial dinner in his honor, at the Ambassador Hotel, Los Angeles, on Oct. 28, will be broadcast by CBS.

Woolley Rejoins NBC

Mr. Woolley

EASTON C. WOOLLEY, until last June general manager of WWJ, Detroit, on Oct. 1 rejoined the NBC station relations department in New York. He fills a vacancy created in September when Keith Kiggins, assistant manager, became manager of the station relations department. Mr. Woolley was in the same department from 1933 to 1936 but had been with NBC since 1931. He is a native of Los Angeles and is a graduate lawyer. Richard Anderson, a member of the station relations department since last fall, has resigned because of ill health.

WAVE
DOESN'T
COVER
121,704,128
PEOPLE!

According to the figures in the 1930 Census, Station WAVE gives you complete and total NON-coverage of 121,704,128 people who live outside our legitimate listening range. This leaves 1,070,918 who DO listen to WAVE because we're the *nearest* N. B. C. station, giving them almost the complete portfolio of N. B. C. hits on *both* the Red and Blue Networks. . . . And that's a good many people, when you consider that they *really listen!*

National Representatives:
FREE & PETERS, INC.

STATION
WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

Furgason & Co. Adopted As Name for Rep Firm

FURGASON & ASTON Inc., station representatives with main office in Chicago, will henceforth be known as Furgason & Co. with S. M. Aston, former partner in the firm in Chicago becoming the new manager of the firm's Detroit office, succeeding Herb Hawthorne. Under the new set-up, Mr. Furgason told **BROADCASTING**, services of the firm will be expanded. No other changes have been made. James Wade and Pete Wasser of New York are continuing as vice-presidents in charge of eastern territory, with Bill Lintecum as manager of the Kansas City office.

Lettuce Series

WESTERN Growers Protective Assn., Los Angeles, has reappointed J. Walter Thompson Co., that city, to direct its Crisp Eatin' lettuce fall advertising campaign, and on Sept. 30 started for four weeks using daily spot announcements on 16 eastern and midwestern stations. A recipe booklet is also offered through produce dealers. Stations are WTAM, WNAC, WOR, WMCA, WHN, WGN, WLS, WCAE, KDKA, KYW, WWJ, WSAI, WRC, WHO, WBAP and WFAA. T. R. Paulson is agency account executive.

THE Representatives Round Table, Chicago, which, in addition to radio reps, is attended by agency transcription and advertising men, has resumed its Tuesday luncheon at 360 N. Michigan Ave.

Reps

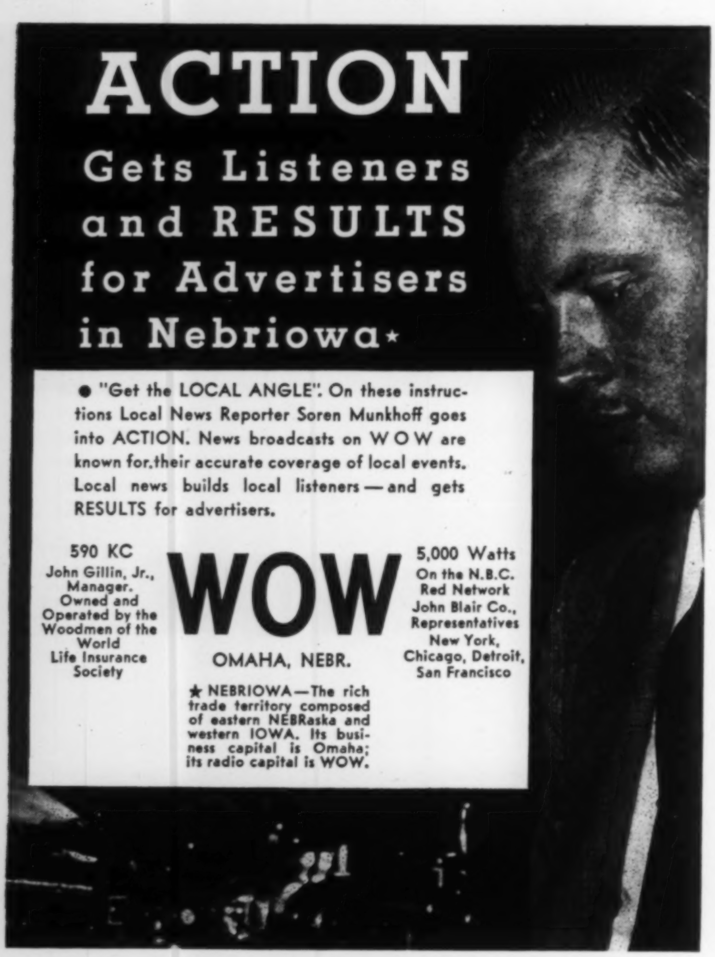
ARTHUR HAYES, eastern manager of Radio Sales, has just returned from a midwestern trip on which he spent three or four days at the CBS stations in Chicago, Minneapolis, St. Louis and Cincinnati, and is just about to leave his New York office for similar visits to Washington and Charlotte. Next month he hopes to visit the Pacific Coast to complete his fall inspection tour, part of his job being to visit each of the network's owned and managed stations four times annually.

JIMMY BINGHAM, with Howard H. Wilson Co., Chicago, since September 1936, was transferred to the New York office Oct. 1 where he will be assistant to Horace Hagedorn, head of the firm's eastern office. Bingham was with Mitchell & Ruddell Inc., Kansas City, newspaper representatives, before joining Howard H. Wilson Co.

BLAIR PRODUCTIONS, 520 Michigan Ave., Chicago, has inaugurated a script service to function in connection with the stations represented by John Blair & Co., of which the production company is a subsidiary. This service will provide stations with scripts to be used as sustaining or commercial features.

ED VOYNOW, vice-president in charge of the Chicago office of Edward Petry & Co., became the father of a six-pound daughter, Ann Lait, Oct. 4. Mrs. Voynow is the niece of Jack Lait, Broadway columnist. The baby is the Voynows' first child.

KSRO, Santa Rosa, Cal., which was started last month, has named the McClatchy West Coast sales office as its Pacific Coast sales representatives.



● "Get the LOCAL ANGLE". On these instructions Local News Reporter Soren Munkhoff goes into ACTION. News broadcasts on W O W are known for their accurate coverage of local events. Local news builds local listeners — and gets RESULTS for advertisers.

590 KC
John Gillin, Jr., Manager.
Owned and Operated by the Woodmen of the World Life Insurance Society

WOW
OMAHA, NEBR.

5,000 Watts
On the N.B.C. Red Network
John Blair Co., Representatives
New York, Chicago, Detroit, San Francisco

★ NEBRIOWA—The rich trade territory composed of eastern NEBRaska and western IOWA. Its business capital is Omaha; its radio capital is WOW.

Radio Sales Specialists

IN ADDITION to his regular duties each member of the New York and Chicago staffs of Radio Sales Inc. is now a "specialist" on one of the stations represented by this organization, with the responsibility for visiting it frequently and keeping at all times absolutely up-to-the-minute on the station's available periods, personnel, sustaining shows and any and all information that might be wanted by an advertiser or agency. The plan was devised by J. Kelly Smith, general manager of the CBS subsidiary which represents the nine stations owned and managed by the network.

CHARLES M. FREEMAN, well known in midwest advertising circles, has become associated with the Chicago office of John Blair & Co. Mr. Freeman, after attending the University of Wisconsin, joined the staff of *Farmer's Wife* Magazine in St. Paul shortly after the war. In 1929 he became advertising representative of *Good Housekeeping* Magazine and more recently was western manager of *Forbes* Magazine.

J. J. DEVINE & ASSOCIATES has been appointed national representative of WJIM, Lansing and WJBL, Decatur.

Branion and Elges Join William Rambeau Staff

TWO new additions to the staff of William G. Rambeau Co., station representatives, have been announced by Mr. Rambeau, Clark Branion, for the last five years on the sales staff of WJR, Detroit, recently in the capacity of local sales manager under Lewis Allen Weiss, is now visiting all Rambeau-represented stations preparatory to taking charge of the Detroit office. Myron A. Elges, formerly with Transamerican Broadcasting & Television Corp., has joined the Rambeau New York sales staff.

Mr. Branion served with New York and Detroit newspapers and later with the advertising department of the J. L. Hudson Co., Detroit department store, before joining WXYZ, Detroit, as publicity director. From WXYZ he went to WJR. Mr. Elges was formerly an account executive with Bermingham, Castleman & Pierce and with the airplane and marine division of the Finder Corp. in charge of advertising and sales promotion.

Regina Schuebel

(*Continued from page 43*)

typewriter, but she was now in a position at the center of the agency, where she could watch the wheels go 'round and see just what made it tick. By keeping her eyes and ears open and by asking questions at opportune moments Reggie gained so much knowledge and assurance that when Edward Petry, who had been handling the Bulova account, left to enter the station representative field, she applied for his job. At first somewhat dubious about it, Mr. Biow finally consented to let her handle it under his supervision.

This plunged her immediately into radio, for Bulova even then was an old-timer on the air with its time signals on a great number of stations throughout the country. As she became familiar with the Bulova setup and assumed increasing responsibility for placing its advertising, Reggie also became familiar with the broadcasting situation and the differences in stations, so much so that she was soon called in whenever radio was being discussed for any Biow client. And so, gradually, Reggie took charge of the radio end of the agency. Today she supervises not only the placement of the Bulova schedule, which is still expanding, each year including more stations than were used the year before, but also the production of the network programs for Philip Morris and Kreuger beer.

Regarding radio Reggie says that its users are so varied that it is impossible to lay down any hard and fast rules for its use, but she admits to one Golden Rule: A commercial program should never forget its sponsor. Too frequently, she thinks, so much concentration goes into making programs entertaining and attractive to the audience that the essential purpose, to sell merchandise, is overlooked. The program must be entertaining, of course, but it must also sell goods or goodwill, or it is not good advertising. Good sponsor identification is to her a prime essential of any commercial program. "Call for Philip Morris" as called by page boy Johnny on that program comes close to perfection in radio sponsor identification.

Another Schuebel tenet is that a program needs a formula that fits the entertainment preferences of the audience to be reached. If the proper formula is found the program can be continued indefinitely with minor variations to keep it timely but without any major changes. Again illustrating from the Philip Morris programs, their formula, chosen to appeal to all cigarette smokers, which means all kinds of people, is a mixture of drama and music, the dramas not too long, the music appealing to all ages. Without altering that basic formula, the program has changed orchestras and types of dramas several times, also without altering its success in selling its sponsor's cigarettes.

A successful formula may be imitated by competitors, but Reggie believes that this imitation is more of a help to the originator than to the imitator. The recent rush of watch manufacturers to sponsor time signals is so much free advertising for Bulova, she thinks, because people are so accustomed to hearing an announcement of the correct time followed by a Bulova credit line that they continue to hear it subconsciously, even though the announcer actually gives credit to some other brand of timepiece.

Too busy with business to spend much time on her former hobbies of tennis and golf, bridge and dancing, Reggie says she has made a hobby of the traveling by air that her job so frequently requires. Her main interests in life, however, are two: Radio and her son, now 9, and an honor student at the New York Military Academy at Cornwall.

INCORPORATION papers have been filed in Sacramento (Cal.) for the Famous Artists Corp., by Edington-Vincent, Hollywood, and Feldman-Blum Corp., Beverly Hills, Cal., talent agencies. Listed as directors are Ralph H. Blum, Charles K. Feldman, Harry E. Edington and F. W. Vincent. Agencies plan to combine and erect a new building on Sunset Blvd., Beverly Hills.

TRANSCRIPTIONS

ROBINSON RECORDING Laboratories, Philadelphia, has opened downtown offices in the studios of WIP and has installed modern equipment valued at $12,000, according to an announcement by William P. Robinson, president of the firm. The company's transcriptions are made by a secret electroplating process which Mr. Robinson developed after 10 years of research and experimentation.

NEW subscribers to NBC's *Thesaurus* service include CJAT, Trail, B. C.; KAWM, Gallup, N. Mex.; CB57, Santiago, Chile; TGW, Guatemala.

STANDARD RADIO Inc., has sold its popular music supplement to WMBD, WBAX, and WFDF with WBAP buying the complete library of sound effects. WIND, WJJD, KDLR, and WPAY have purchased the *Sons of the Pioneers*, KSEI has bought *Once Upon a Time*, a children's program, while KDAL has bought the *Kay Kyser* and *King's Men* series.

RADIOTONE Inc., Hollywood, has sold recording equipment to Leslie Noel Zemer, head of the new Radiage Studios in Chicago, specializing in one-minute transcriptions.

MICHELSON & STERNBERG, New York, has appointed Jerry Diamond to direct sales of Speedy-Q, sound-effect records.

GENE K. WALKER, manager of syndication, C. P. MacGregor, Hollywood transcription concern, was guest speaker at the Sept. 22 meeting of the San Diego (Cal.) Advertising Club, having for his subject "The Commercial Use of Electrical Transcriptions."

JERRY DIAMOND has been placed in charge of sales of Speedy-Q sound effects records for Charles Michelson, New York.

GRACE GIBSON, head of the transcription department of 2GB, Sydney, Australia, and manager of the American Radio Transcription Agencies, that city, is scheduled to arrive in Los Angeles Oct. 30, aboard the *Monterey* on vacation. Before going to Australia three years ago, she was with the now defunct Freeman Lang transcription studios, Hollywood.

UNITED BROADCASTING SALES Ltd., Calgary, Canada, has taken 39 quarter-hour episodes of *Blair of the Mounties* for release on stations in the four western provinces. Series is owned by the radio programs division of Walter Biddick Co., Los Angeles.

C. P. MacGREGOR, Hollywood transcription concern, announces that WAIM, Anderson, S. C., and KSUB, Cedar City, Utah, are new subscribers to its library service.

KSFO, San Francisco, has been named by the Electrical Appliance Society of San Francisco to write and produce a series of transcription dramas. The programs are part of a $40,000 campaign to be run in October in the general interest of selling new radios. All San Francisco area stations are contributing time, aggregating $18,000 in value. J. C. Morgan, KSFO production manager, is preparing the productions.

KMOX, St. Louis, furnished copies of its six five-minute recordings made at the horse show in Ft. Meyer, Va., to KSD, KWK, WIL and WEW, St. Louis, and WTMV, E. St. Louis. The records were played by all stations previous to the National Horse Show in St. Louis in late September.

New Hollywood Studios For WBS Will Involve $250,000 Expenditure

PAT CAMPBELL, West Coast manager of World Broadcasting System, after a series of conferences with Percy L. Deutsch, president, in New York, is expected to return to his desk Oct. 20 with final details approved for the transcription firm's new Hollywood studios, planned for a site at Vine St. and Waring Ave.

Mr. Campbell

Mr. Campbell left Hollywood Oct. 1 accompanied by Marshall Wilkinson, architect, with completed plans that call for a $250,000 two-story structure which includes offices and three large studios. The expectation is that all details will have been settled for construction to start immediately upon Campbell's return to permit occupation of the new building by Feb. 15.

C. C. Langevin Co., dealer in the rental and permanent installation of public address systems, is erecting a one-story building at 1000 N. Seward Ave., Hollywood, at a cost of approximately $30,000, to be ready for occupancy Nov. 15. The present offices in the Richfield Oil Bldg., Los Angeles, will be moved to the new structure, according to F. M. Pease, local manager of the firm which is headquartered in San Francisco.

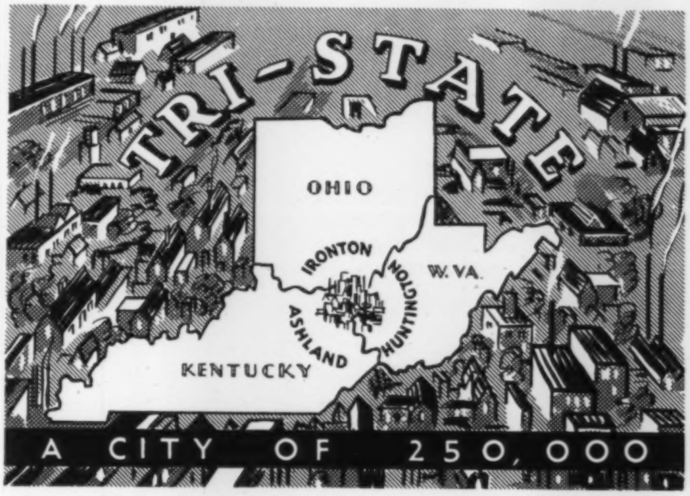
Chicago Disc Firm

Mr. Zemer

LESLIE NOEL ZEMER has formed a new Chicago radio firm, Radiage Studios, at 154 E. Erie St., to specialize in the making of one-minute and similar type transcriptions. Complete transcription equipment purchased from Radiotone Inc., Hollywood, will shortly be installed. Mr. Zemer was formerly with Metro-Goldwyn-Mayer in Hollywood, having been technical director of *What Price Glory*, *Tell It to the Marines*, *Big Parade* and other war pictures. In addition to his transcription work, Mr. Zemer will handle talent exclusively for radio. Complete studios together with full microphone equipment have been installed.

Central Shoe Expands

CENTRAL SHOE Co., St. Louis (women's shoes), started their quarter-hour weekly transcribed program on WTMV, E. St. Louis, Oct. 4, the 11th station carrying the program. Other stations will be gradually added with the possibility that eventually 50 stations may be used. Transamerican Broadcasting & Television Corp. made the transcriptions. Kelly, Stuhlman & Zarndt, St. Louis, is the agency. The list currently carrying the program follows: KFOX WBNS WMBD KSTP WTMJ WHBL WTAD WSBT WIBA KROC WTMV.



WCMI, "WHERE COAL MEETS IRON." Right in the center of the U. S. Metropolitan District designated as Huntington, W. Va. - Ashland, Ky., and covering it all with a 5 MV/M signal. . . . WCMI delivers coverage of a *Metropolitan* population of 250,000 at very low cost.

WCMI Covers the Tri-State Market
Tower at Ashland, Kentucky

J. J. DEVINE & ASSOCIATES, INC.
Chicago Detroit New York Atlanta Pittsburgh
NATIONAL REPRESENTATIVE

CANADA'S
Busiest
STATION
★
LA PRESSE'S
CKAC
MONTREAL
5,000 WATTS
DAY AND NIGHT
• 18 HOURS A DAY •
Representative
JOSEPH · H · McGILLVRA
★
PALMOLIVE BLDG · CHICAGO
366 MADISON AVE · NEW YORK
CBS

XUM

Studio Notes

THE new WOR-Mutual Playhouse, formerly the New Amsterdam Theater, New York, is now housing 11 of the net's programs: *Rainbow House* and Admiracion Laboratories' *Tim & Irene* on Sundays; *Georgie Price* and *Impressions* on Mondays; Hudson Motor's *Hobby Lobby* on Wednesdays; *Music By* and *Sinfonietta* on Thursdays; *Opera House* and *Continental Revue* on Fridays; *Hi There, Audience!* and *Sylvia Froos* Saturdays.

NBC WILL broadcast the 14th annual national cornhusking championship exclusively on its *Farm & Home Hour* Nov. 4 with Hal Totten and Everett Mitchell, at the microphone. Over 100,000 spectators have been witnessing the cornhusking "world series" in recent years.

WITH labor disputes on two fronts in San Francisco apparently settled, KSFO, San Francisco, is going ahead with its construction program after being delayed for several weeks. A plasterers' strike in the bay region held up completion of KSFO's transmitter house at Islais Creek, recently dedicated. A dispute between factions on the waterfront held up the delivery of steel for the construction of KSFO's new $350,000 studios and executive offices at the Palace Hotel.

THE *Stump Me* series of WISN, Milwaukee, returned to the air Sept. 27 and produced a record volume of mail. They play or sing every number requested by listeners and Aren Beverage Co. donates a case of its product to those submitting tunes that "stump" the duo.

PROBLEMS confronting residents of Southeastern Colorado are discussed in a quarter-hour program by the C. of C. on KIDW, Lamar, Col.

CREATION of a sports department to coordinate all sports originating in Washington carried by NBC was announced Oct. 5 by Kenneth H. Berkeley, manager of WRC and WMAL. At the same time Berkeley announced that NBC would expand its present sports coverage in the Nation's Capital. Berkeley said the new department would consist of Bill Coyle, Bud Barry, George Gunn, William McAndrew and Robert Cottingham.

FIRE destroyed one of the permanent exhibition halls at the Dairy Cattle Congress Oct. 1, where booth and studio of WMT, Waterloo, were housed. Several thousand dollars worth of radio equipment and instruments was destroyed. Engineers Don Kassner and George Olson drove 200 miles for new equipment to keep the broadcasts on the air and Michael McElroy spoke via a telephone patched through to the transmitter.

CKY, Winnipeg, at present Canada's most powerful station, using 15,000 watts, has been ordered to change Oct. 15 from 910 to 960 kc., sharing with CRCY, Toronto. The 910 kc. frequency is believed to be intended for the new 50,000 watt transmitter at Montreal, CRCM, Montreal, now being on that frequency with 5,000 watts.

TWO PROGRAMS in English but directed to the Jewish audience are starting on WMCA, New York. On Sept. 30 *Voice of Jerusalem*, sponsored by Chris. Hansen's Laboratory, Little Falls, N. Y., for Junket, started a 13-week schedule, featuring songs of Palestine. On Oct. 4 Zion National Kosher Sausage Factory, New York, started sponsorship of *Zion Variety Show*, half-hour program to run for 26 weeks. Both accounts are placed by Advertisers Broadcasting Corp., New York.

TALL PROFITS

in Tall Corn!

$304,000,000 CORN CROP IN KMA SERVICE AREA

Not only tall corn, but bumper crops of wheat, oats, poultry and livestock are reaching new highs of production and profit. With almost ONE BILLION DOLLARS of cash income assured . . . with buying power greatest since 1929. . . . KMA listeners are **spending freely!**

That's where YOU come in! For over 12 years these people have guided their buying habits by the sound, friendly advice of Earl May and KMA. Right now, we're helping other advertisers set enviable new sales records in America's No. 1 Farm Market. We can do the same for you and we're ready to prove it!

The Earl May Station KMA Shenandoah, Iowa

Represented by:
Howard H. Wilson, Co.—New York, Chicago, Kansas City

NEWS FLASHES — Featured by WCOP, Boston, in the lobby of the Copley Plaza Hotel are admired by Harold A. Lafount (right), ex-Federal radio commissioner, now president of the Massachusetts Broadcasting Corp. and Gerald H. Slattery, general manager of WCOP.

KTSA, San Antonio, began broadcasting an enlarged schedule of locally produced programs Oct. 3 from new studios constructed under the direction of the station's engineering staff headed by W. G. Egerton, in collaboration with engineers of CBS and Hearst Radio. The studios, located on the third floor of the Gunter Hotel, consist of an auditorium studio seating 150 guests for locally produced audience shows, a smaller studio for regular productions, a small announcers' studio and clients' audition room, a reception room, a music library, news room and announcers' office.

KRLD, Dallas, on Sept. 1 instituted a new policy whereby it will not accept programs of any nature in which laxatives are mentioned.

KSAL, new station at Salina, Kan., has started a 60-minute Saturday night *Barn Dance* for which 10c admission is charged. The show, sponsored by a local motor company, attracts from 1,100 to 3,000 paid admissions.

WDZ, Tuscola, Ill., calls itself "one station chain." On Sept. 7 studios were opened in the Plaza Hotel in Danville, Ill., Emerson Russell of the WDZ sales staff in charge. On Oct. 11 studios in the First National Bank Bldg. in Mattoon, Ill., went into operation with Walt Schafer, also of the sales staff, as studio director. On the same date, in Effingham, Ill., broadcasts began from new studios in the Register Bldg., with Salesman Ray Livesay in charge. Every day each studio comes on the air on set schedules.

WWNC
ASHEVILLE, N. C.
Full Time NBC Affiliate
1,000 Watts

The Only Blanket Radio Coverage of Prosperous Western North Carolina

"The Quality Market of The Southeast"

KFJM, Grand Forks, N. D., cancelled its entire morning schedule Oct. 4 to cover the president's moves from the time he arrived at 9:30 a. m. until he left at noon. The entire production staff was pressed into service as mikes were set up at five different points along the route of the parade including the state fair grounds where the President dedicated a new grandstand. The dedication and speech at the fair grounds were fed from KFJM to a regional network of 12 stations.

CKCW, smallest of the New Brunswick broadcasters in power, recently opened new studios in the Knights of Pythias Bldg., Moncton, N. B.

TO GIVE complete and well-rounded news coverage to the listeners of WINS, New York, Jay Knox, news editor, has started a *News Parade* series of four quarter-hours daily, broken up as follows: Morning news at 9:45 a. m., news from the woman's angle at 12:15 p. m., afternoon news at 3:15 p. m., and an editorial summary at 6:30 p. m.

A SERIES of weekly interviews with people picked at random from the phone book is being prepared for early production at WMCA, New York.

WWVA, Wheeling, W. Va., announces that its offices and studios have been renovated, modernized and treated acoustically. An interesting feature of the new studios is coverage map inlaid in the floor.

AN AGREEMENT has been effected between MBS and British Broadcasting Corp., affording Mutual network equal recognition with other American networks in releasing and exchanging of programs. First program on MBS under the new arrangement was broadcast via shortwave to the coast-to-coast Mutual net Saturday, Oct. 2, featuring the *West of England Folk Song Singers*.

MONTPARNASSE, the Midwest forum conducted by Monte Randall and comparable to the *American Town Meeting on the Air*, returned to WCFL, Chicago, after being off the air all summer. The program, originally on for 30 minutes has been expanded to 45 minutes every Saturday night.

WQBC, Vicksburg, Miss., broadcast a series of radio classroom programs for a week, in which nearly 90% of students at St. Aloysius school reported at the end of the week with written reports. Regular 15-minute periods were assigned to each of the 12 grades.

STUDENTS in more than 600 northern California public schools are listening regularly in their classrooms to the *Alameda City School of the Air* productions of KLX, Oakland, under the auspices of the board of education of the City of Alameda and in cooperation with the California State Department of Education.

KLZ, Denver, recently sent Jack Fitzpatrick, news and sports commentator, on a 10-day football scouting tour of the Rocky Mountain Conference. Fitzpatrick airs a daily sports review for the Derby Oil Co. and is observer for Warren Williams who handles the play-by-play broadcasts of the Denver U games under Kellogg sponsorship.

WICC, Bridgeport, Conn., is conducting a contest to choose student commentators for its five weekly program titled *News From Yale University*. Transcribed auditions will be judged by Boake Carter, Edwin C. Hill and Edgar Kennedy and two announcers will be selected.

FOREIGN motion pictures are described in *International Film Review* which started Oct. 5 on WBNX, New York. Program is heard Tuesdays at 5:30. Commentator is Bob Stokes, a member of the National Board of Review of Motion Pictures.

TWO NEW radio series, each based on a best-selling book whose author has donated the radio rights to the Radio Division of the WPA Federal Theatre will soon take the air under the auspices of this organization. Mary Roberts Rinehart's *Tish* will be broadcast on a nationwide CBS network in 13 weekly half-hour episodes beginning Oct 14. Leo Fontaine and Joel Hammil made the radio adaptation of the novel and the series will be directed by William N. Robson. Leo Fontaine also did the radio adaptation of the second series, *Epic of America*, from Dr. James Truslow Adams' best-seller. This series will be broadcast for 13 Sunday evening periods on MBS, beginning Nov. 7.

THIS YEAR'S theme of the weekly broadcasts of the National Congress of Parents & Teachers, which returned to the air Oct. 13 as a half-hour Wednesday afternoon feature on NBC-Blue, is "Youth in a Modern Community" and the officials of the Congress and other specialists in health, education, recreation and allied fields who will speak during the year will attempt to aid parents in solving the problems presented by modern life.

REVIEWS of new Broadway plays are broadcast over MBS within an hour after the final curtain by Bide Dudley, veteran dramatic critic, for the benefit of Hollywood story scouts as well as the general theater-minded public. Feature started Oct. 11 with a review of "The House of Cantrell."

WNEW, New York, will issue a new rate-card effiective Nov. 15. The station operates 24 hours a day, and is about 80% commercial.

RADIO MUSIC LESSONS of Dr. Joseph E. Maddy, professor of music at the University of Michigan, were resumed Oct. 12 for the second year on the NBC-Red network under the new title *Fun in Music*. Dr. Maddy's program originates in Chicago and is broadcast Tuesday afternoons.

PRESENTED under the auspices of the Hayden Planetarium and the American Museum of Natural History, New York, WQXR started Oct. 13 *Music of the Spheres*. Marian Lockwood, musical director and assistant curator of the Planetarium, conducts the program, which consists of poetry and music.

WMCA, New York, has added to its schedule of news shows *Man of the Hour*, a biographical sketch of the dominant personality in the news of the day, presented daily at 11:45 a. m.

TITLED *Essays in Music*, a new series of half-hour Thursday evening broadcasts on CBS, deals with a wide variety of musical subjects, collected into unusual groups under the direction of Victor Bay, who also directed the music in connection with Columbia's summer Shakespearean cycle.

WHIO, Dayton, O., is on the air at 5:45 a. m. daily instead of 6 a.m.

Maland Milks

STILL claiming to be unfeated cow-milking champion of the NAB, J. O. Maland, manager of WHO, Des Moines, has challenged Miss Rose Amfahr of Jessup, Ia., who recently won the milkmaid contest of the National Dairy Cattle Congress, to a milking duel during the *Sunset Corners Frolic* Oct. 16. Miss Amfahr milked 12.6 pounds in three minutes to win the Dairy contest.

Tea for Two Million

(*Continued from page 22*)

longer is a log needed, after five years on the air the listeners are tuned to the program . . . they automatically know the day and the time of the broadcast. Standard Brands and *One Man's Family* are appealing to the type of listener who buys Tender Leaf Tea. The scope is being covered fully, no different strata of listeners is desired, because the show is for young and old alike . . . the medium of advertising is complete in this one program.

Should a change of cast to brighten the show, make it new, take place?

Mail by the Carload

Again I answer a question with a question. Does Mrs. Smith ask Mrs. Jones to divorce her husband so that the neighborhood may have a new personality in its midst?

Of course the latter question is preposterous. But not any more preposterous than changing *One Man's Family* would be. Ask any listener what he thinks of Henry Barbour. . . . The answer will probably be that he likes his grunt, his quiet mien, his understanding heart. And Fanny Barbour . . . who wouldn't love her? And all the scrapes that the children encounter . . . just as they have been encountered by you and you and you.

Now that the fact the program is definitely established as one with listener appeal, that it has commercials that are creating results, just what results have been attained?

Give aways have not been a standing policy. However, Teddy's diary was offered in exchange for end cards found in a package of Tender Leaf Tea. Standard Brands did not anticipate the deluge of box tops that flooded their offices. Over half-a-million listeners sent in their end cards for the diary! As many as seven mail cars packed with *One Man's Family* mail were pulled up to the railroad siding!

But even without giveaways, the response is above average. Sales have picked up from the first, and their level seldom drops. Indeed it may well be said that the graph is just the opposite . . . a steady climb towards a peak that keeps moving higher and higher. Statistics show that *all* tea sales increased 26% during 1936. In view of this fact, it must be remembered that *One Man's Family* is the *only* air show advertising tea!

So now the job is done, the sales talk and the initiation are over, the program is established and not only keeps its listeners, but adds new dialers to its list of fans every week. It can all be summed up in a very few words:

Find out what the public wants, give it to them . . . and your radio program will be a success!

McKenzie Spots

McKENZIE MILLING Co., Quincy, Mich. (pancake flour), on Oct. 18 will start a quarter-hour live show, the *Novelodeons*, daily except Sunday, over WLS, Chicago; five-minute programs thrice weekly, Mondays, Wednesdays and Fridays and 100-word announcements twice weekly on WOWO, Fort Wayne, and 100-word announcements thrice weekly on WHKC, Columbus. On Oct. 20 two quarter-hour programs a week will start on WWVA, Wheeling. Rogers & Smith, Chicago, is agency.

PATRICK IS NAMED TO FCC BAR POST

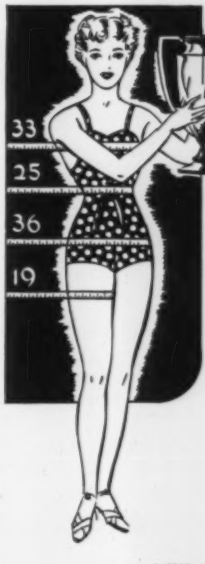
DUKE M. PATRICK, former general counsel of the old Radio Commission, has been nominated for the presidency of the Federal Communications Bar Association, which holds its second annual meeting in Washington Oct. 25. The nominating committee brought in a slate headed by the Washington attorney to succeed Louis G. Caldwell, also a former Radio Commission general counsel, who had served during the first year of the organization's existence.

Mr. Patrick

Other officers nominated by the committee are Alfred Geiger, Washington Counsel for the Independent Telephone Association, first vice-president; Ben S. Fisher, second vice-president; Phillip J. Hennessey Jr., NBC Washington attorney, secretary, and Herbert Bingham, treasurer. Nominated for three-year terms on the board of governors to fill the vacancies to be created with the elevation of Messrs. Fisher and Hennessey were Mr. Caldwell and Ralph Kimball, counsel for Western Union, retiring first vice-president.

Chairman Frank R. McNinch of the FCC may make the principal address at the opening session of the Association at the Raleigh Hotel Oct. 25. There will be a golf tournament in the afternoon and a banquet with entertainment that evening to conclude the meeting.

HOWARD H. WILSON, CO.
Radio Station Representatives
CHICAGO — 75 EAST WACKER DR. CENTRAL 8744
NEW YORK — 551 FIFTH AVENUE MURRAY HILL 6-1230
KANSAS CITY — 1002 WALNUT ST. GRAND 0810
NATIONAL SERVICE TO STATION AND ADVERTISER



PERFECT FIGURES
PLUS
COMPLETE COVERAGE
Many a Miss has a "Million Dollar" look . . . but . . .
"KTAT's MARKET DATA"
Introduces you to the $322,000,000 Market
"KTAT's Market Data" booklet, full of valuable facts about the Fort Worth Market, which covers a primary area of 21 counties with a population of 1,061,751. This market has 184,230 radio homes, 14,122 retail stores and annual sales of $322,000,000. "KTAT's Market Data" contains much pertinent information and is yours for the asking—just write NOW on your company letterhead.
Affiliated with the Mutual Broadcasting System
TARRANT BROADCASTING CO.
Studios and Offices in the Hotel Texas
FORT WORTH, TEXAS
Raymond Buck, *President*
Sam H. Bennett, *Gen. Mgr.*
1000 Watts—Full Time
KTAT
National Representatives: FREE & PETERS, Inc.
New York, San Francisco, Detroit, Los Angeles, Chicago, Atlanta

XUM

PLAYWRITING is the purpose of a contest on KJR, Seattle, sponsored by Grunbaum Furniture Co., that city, for a test period of 13 weeks. Short stories, plays and scenarios are accepted by David Halpern, of Ann Newman's Adv. Agency who directs the show, and the best manuscript of the week is dramatized the following Sunday on KJR. Grand prize is a two-day visit in Hollywood as guests of Paramount with the possibility of selling the manuscript to the film company. Titled *Are You A Writer?* the program is going over big, says KJR.

Spot NEWS!

MONTREAL
WQDM
ST. ALBANS
NEW YORK
VERMONT
United Press HEADLINE News every hour on the hour, from Vt.'s HEADLINE Station.
1390 KC

WQDM 1000 WATTS
ST. ALBANS VERMONT

Purely PROGRAMS

Football Tie-in

WELL PLANNED tie-in of football and merchandising is the program *Can You Pick the Winners* heard weekly on KCKN, Kansas City, Kan., featuring John Goetz, former football star. Sponsored by the local Shepherd & Foster Clothing Co., the program consists of Tuesday forecasts by Goetz and announcements that contestants must visit the sponsor's store for entry blanks and return them to the store by Friday noon. Winners are chosen right after the Saturday games and must go to the store to get their prizes.

* * *

Around the Clock

AT WCHV, Charlottesville, C. D. Taylor, commercial manager, has a copyrighted program in which names of listeners are selected from the telephone book. Those who phone the station and repeat the exact phraseology or manner in which their name was read are given cash prizes. If the name given does not respond within five minutes, another name is selected and the award increased.

* * *

Blonds and Red Heads

THE midnight Rhythm Club of WMPS, Memphis, dedicates one program to blonde girls, the next to red heads, another to bachelors, and on and on. Competition has set in to top the list in requests.

WCCO's School Series

AN EDUCATIONAL radio series, *North Star School*, which has attracted nationwide attention, starts its third successive year Oct. 20 on WCCO, Minneapolis. Sponsored by the Minnesota Educational Association, the program is under the personal supervision of R. N. Ringdahl, radio chairman of the MEA and a Minneapolis school principal. Discussions of home and school problems, with emphasis on child behavior and training, will be featured. Assisting Mr. Ringdahl in program planning and execution will be Walter England, executive secretary of the MEA, and Max Karle, educational director of WCCO. Outstanding musical organizations from Minneapolis and St. Paul schools will be brought before the microphone once each month.

* * *

What's Your Birthday?

REALIZING how much everyone likes to be remembered on his birthday, WFBM, Indianapolis, broadcasts *Your Birthday Party* each Sunday morning for half an hour. Dedicated to Indiana's leading colleges, towns, social organizations, factories and business firms, the program dramatizes important events in the lives of individuals and communities. Talent is chosen from schools, factories and clubs. Village mayors, football captains and factory managers are featured in this series sponsored by the local Kirk Furniture Co. Participants receive free birthday presents from the sponsor and from other WFBM advertising clients. It's going over big, according to WFBM.

* * *

Fun for Scavengers

SCAVENGER hunts have started on WBAL, Baltimore, with Garry Morfit naming the articles that have to be brought to the studio for competition in the grand weekly prize of $10. The winner must complete his list first and no money has to be spent, for the articles are usually old things that any listener is apt to have in his attic or cellar, such as an old green fedora or a pair of high topped shoes. The first week's winner is guest on the second week's program and so on throughout the series.

* * *

For Songwriters

AMATEUR songwriters get a chance to have their compositions plugged and win a prize on the weekly *Can You Write A Song?* on KFWB, Hollywood. The songs are judged by a committee of orchestra leaders and songwriters and a weekly prize of $50 goes to the winning composer. More than 500 requests were received by KFWB the first week following the initial broadcast of Oct. 4.

* * *

Football Quiz

A QUIZ on Iowa Network Wednesday night is based on visits to the homes of Iowa's college football coaches, giving the grid mentors a chance to chat freely of touchdowns and such. Schools of five college conferences are to be represented in the visits.

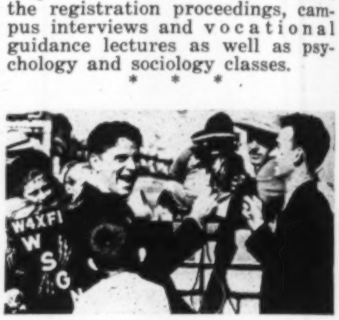
TOUGHEST — Assignment Bill Kelso, KMTR, Hollywood, special events announcer, ever had was to broadcast from the shoulders of Otto Gretona, during an aerial act, at the Cole Bros.-Clyde Beatty Circus. With Kelso on his shoulders, Gretona, who is one of the Great Gretonas, aerial act, walked 75 feet across the tight rope, 55 feet in mid-air, balancing himself with a mammoth pole.

* * *

Freshmen Have Fun

FRESHMEN at Minnesota U told all about themselves without knowing it when WTCN, Minneapolis, set up seven remotes on the university campus during the first week of school. Charles Irving, WTCN special eventer, hid a mike in his lapel and danced with the freshmen girls who told him things that proved humorous and embarrassing to their ma's and pa's as they listened in. WTCN covered the registration proceedings, campus interviews and vocational guidance lectures as well as psychology and sociology classes.

* * *



* * *

DARWINIAN—When Joe Ford, announcer of WSGN, Birmingham, covered the recent Alabama State Fair, he interviewed a monkey, who apparently responded with some comic comment. Ford is wearing a pack transmitter. At right is Paul Cram, chief engineer.

* * *

For Ordinary Folks

ORDINARY people who have extraordinary occupations are presented in a series on WLS, Chicago, titled *Folks Worth Knowing*. The opening program included a man who keeps 5,000 clocks running accurately, a telephone information operator, a veteran mail man who takes a long walk on his day off and a Chinese boy of 12 who witnessed the first bombing of Canton.

* * *

The Stamp Man

WIND, Gary, inaugurated *The Stamp Man* on Oct. 4. An expert in the philatelic field, the Stamp Man's name, character and background are held secret, so that children will look upon him purely as the Stamp Man.

THE MOST
POWERFUL
STATION

DENVER
800 MI.
ST. LOUIS
560 MI.
KVOO
TULSA
660 MI.
DALLAS

between
St. Louis
Dallas and
Denver

Covers the Heart of the Triangle

25,000 WATTS

NATIONALLY CLEARED CHANNEL

COMPLETE NBC PROGRAM SERVICE

More population, more radio sets and more spendable income than any other Oklahoma station, with extensive coverage in Kansas, Missouri and Arkansas.

EDWARD PETRY & CO., Nat'l Representatives
New York Chicago Detroit San Francisco

KVOO
"THE VOICE OF OKLAHOMA"—TULSA

Good Deeds and Prizes

CKOC, Hamilton, Ont., has a Saturday morning *Children's Good Deed* feature which started its fifth winter season recently, running till March. Some 250 children are on hand at 9:45 a. m. in the concert studios of CKOC. A good deed is a prerequisite of membership in the Good Deed Club which last year had an enrollment of 7,000, and in the years it has been on the air a total enrollment of 30,000. Annual theatre parties for members bring out 3,000 children. A weekly prize is given for the best good deed, and the club has its own orchestra of 18 pieces, its own choir of 35 voices, all under 16. The program is used by Canada's largest department store, T. Eaton Co. Ltd., with stores from coast to coast, to foster good-will.

SOCK—Howard R. Chamberlain, production manager of KLZ, Denver, attempted to attack Arthur Wuth (right), program director and judge of the KLZ Boners' Court, after a fine had been levied, but two Denver patrolmen kept the defendant under control.

* * *

News and Background

A NEW TYPE of news broadcast is being presented on WNEW, New York, Wednesday and Friday nights. Titled *Deadline*, the broadcast is presented by George Clark, city editor of the *New York Mirror*, and Dave Charney, reporter. Clark and Charney take the parts of city editor and star reporter, respectively. The reporter recounts the big news of the day, discussing the news behind the news with his city editor. The program is under the direction of Charles Martin, producer and director of the Philip Morris and other network shows.

* * *

The Fixing Mr. Fixit

AN ARTICLE in the October *Reader's Digest* describes the work of *Mr. Fixit*, complaint handler of WFBL, Syracuse, who has dealt with some 2,000 complaints in three years. The Syracuse Community Chest has persuaded him to do another weekly series for its annual drive for funds. WFBL originally offered time to the municipality to aid its complaining bureau, and the bureau's manager, Charles Marks, became WFBL's *Mr. Fixit*.

* * *

Public Servants

THE LIVES of policemen and the dangers of their professions are dramatized on WNYC, New York, in a series called *Police Honor Men*, which began Oct. 2. Taken from the metropolitan police files, the dramatizations consist of factual and heroic incidents. It makes the public more appreciative of its servants, says WNYC.

* * *

About Illinois Oil

WDZ, Tuscola, Ill., has started broadcasts from the Illinois oil basin, with Charles I. O'Neill, oil authority, delivering last minute information.

Homemade Weather

TROLLEY motorman Coston F. Whitaker, of Memphis, has been given a daily morning weather program, as well as a Thursday night spot on WHBQ, Memphis, for his unscientific forecasts. The program capitalizes on his feud with F. W. Brist, official meteorologist of Memphis. The Whitaker predictions are based on observations of the moon and he claims a better record than the government meteorologist.

From the Depths

COOPERATION with Western Union resulted in unique broadcast on WCPO, Cincinnati. Robert Bentley, WCPO special eventsman, went into the depths of Western Union's master manhole behind the company's Cincinnati office and interviewed Jess Manning, city foreman for W. U., and his crew of trouble-shooters. Show was sponsored by Truly Warner Hats on their regular *Yours Truly* production, Oct. 7. Western Union ran special lines direct from the manhole to the WCPO newsroom over several city blocks. Show was first in a series of broadcasts to be aired direct from unusual business spots about town.

* * *

Bellhop Vox Pop

WHEN the tourist season closed in Duluth, Minn., KDAL ended its summer series of tourist interviews titled *Arrowhead Tourist Time* by airing a vox popper which featured the bell boys who had waited on the tourists all summer. When the boys started telling what *they* thought of tourists the show got so funny that even the control room engineers laughed, according to KDAL.

Murder in Texas

LISTENERS name the guilty and point out the clues that led them to discover the murderers paraded before the mike each week during *Can You Solve It?*, a mystery series on WOAI, San Antonio. Written and produced by Lew Valentine and sponsored by the local Milam Finance Corp., each broadcast is a complete detective story. Three cash prizes are awarded weekly. WOAI says that from the looks of its mail you'd think that half of the country's detectives live in the Southwest.

* * *

For Ranchers and Farmers

RANCHERS and farmers are the listeners that KLZ, Denver, informs and entertains on its early morning daily program which is devoted to ranching bulletins, news, livestock reports and western music. Production Manager Howard Chamberlain of *Nation Barn Dance* fame is assisted by Robert Buchanan who airs the latest farming news supplied by Colorado Agricultural College and governmental agencies. It's service, says KLZ, with a "just folks" touch.

* * *

A Medal a Week

WASHINGTON heroes will be honored in a new weekly program on WRC, sponsored by Schwartz Jewelry Co. Gordon Hittenmark awards a gold medal every week to the outstanding "hero" of the previous seven days. Selection of the recipient of the medal is made by a local newspaper.

* * *

Slants on People

WBNX, New York, has started a program, *The Modern Diogenes*, consisting of comment on personalities in social, civic and political life. The commentator, anonymous, is admittedly an attorney. Program started Oct. 8, and is heard Fridays at 4:15-4:30 p.m.

COLUMBIA STATIONS ATTENTION!

The Sunday Players stand ready to carry on with your **BIBLE DRAMAS**, a world famous program already featured on many Columbia outlets. Fifty-two half hour episodes beautifully produced and recorded. Your opening program by air express if you wish to avoid missing another Sunday. Wire today and keep that large and loyal audience of your finest people.

MERTENS & PRICE, INC.

THE SUNDAY PLAYERS BIBLE DRAMA

1240 SOUTH MAIN ST. - - - - LOS ANGELES, CALIF.

KMBC

and nobody else

staged a gala Family Party Sept. 25 to dramatize the change of time to the radio audience, present new features of the KMBC Greater Show Season. Cooperation **plus**, to build your program!

KMBC
FAMILY PARTY

"TEX" OWENS, now entering 8th consecutive year of sponsorship by Aladdin Mantle Lamps, consistently ranks FIRST with KMBC audiences. Available now for additional shows—and what a buy! A KMBC Tested Program.

ACROSS THE BREAKFAST TABLE—Great morning "natural" for any household product or service. **"Characterizations swell. Show rates top bracket. With a little exploitation can have maximum of the potential audience riding with them."** — VARIETY. A KMBC Tested Program.

KMBC
OF KANSAS CITY
The Program Building
And Testing Station
FREE & PETERS, Nat'l Reps.

XUM

New Bible Series

WHBF, Rock Island, sent 150 letters to Sunday School teachers in Rock Island, Davenport and Moline to invite their cooperation on a new program *Miles of Smiles*, broadcast every Sunday morning at 8:15. Miss Ruth Robinson, a teacher, takes the children on a mythical boat trip to the Holy Land where she describes the settings of well known Bible stories in the manner of a guide or tourist. Children who come to the studios to take part in the programs are given tickets for the "trip" —but first must present a ticket from their teachers testifying that they attended Sunday School the previous Sunday. Teachers are holding contests to see which youngster will win the most tickets.

OPEN FOR SPONSOR
"WALKS OF LIFE"
To Sell Shoes
By
PAUL CRUGER
Screen Writer
Footsteps on the Sidewalk
And Each Pair of Feet Tells
A Dramatic Story.
Write
---wood---
RADIO PRODUCTIONS
Hollywood, Calif.
220 Markham Bldg.
. . . wood words sell . . .

Informative Programs

WMCA, New York, is offering cooperation to New York City schools by broadcasting programs of interest to students of civics and modern history. Details of the programs are furnished to teachers, who make arrangements for group listening and classroom discussion. Among the presentations are *Municipal and State Legislative Highlights*, with Phelps Phelps, a member of the New York Legislature, giving a Sunday resume of the past week's activity in the legislature; *Operation of the Federal Government*, broadcast from Washington on Tuesdays; and *The Editor Speaks*, a digest of editorials in New York City newspapers, broadcast Friday evenings.

* * *

WDGY and the Schools

WDGY, Minneapolis, has been named official station for the Minneapolis Board of Education and the Central Council of Parent-Teachers of Minneapolis. Some 200 sets have been placed in schools and a microphone has been installed in the office of Thomas Buckston, publicity director of the board of education. School programs are broadcast every school morning, and talks are given two afternoons a week.

* * *

Good Deeds Court

WBNX, New York, has started *Court of Good Deeds*, to hear indictments against motorists who have not made proper use of their leisure. In the belief that motorists should spend leisure calling on under-privileged old folks and inviting them for rides, the court convenes with municipal judges.

WSAI
"CINCINNATI'S OWN STATION" ★

"The results from our offer over WSAI were indeed gratifying."

O'BRIEN VARNISH CO., South Bend, Ind.
J. J. Crowley, Advertising Manager.

The response to this offer exceeded all expectations. This indicates that WSAI reaches a live, enthusiastic, ready-to-buy audience.

There's a reason.

● ROBERT G. JENNINGS, in charge of Sales and Programs

Have a Gripe?

IF you've got a grudge against your wife or think Hitler's a tyrant or have some homemade poetry to recite, you're welcome on *Radio Soap Box*, an half-hour Saturday night program on WJR, Detroit. Duncan Moore, who is in charge of the show, calls it an uncensored half-hour of free speech, catch-as-catch-can and nothing barred. With all this talk about freedom, says WJR, here is the public's chance to give its opinion and speak its piece.

WCPO Uses Trailers

WCPO, Cincinnati, is employing trailers in five local theaters to ballyhoo its news and early morning show. The station claims it is "world's largest newspaper of the air" with 15 newscasts a day from a special street-level newsroom in downtown Cincinnati. Six newscasters and three editors work 18 hours compiling more than 24,000 words of news a day. Early morning show, the *Six-to-Niners*, is a three-hour live talent production from 6 to 9 a. m. with 26 stars of stage and radio. Music ranges from guitars to organ.

* * *

Question-Answer Variation

A NOVEL program combining the best features of "Question-and-Answer" and "Man-on-the-Street" broadcast was inaugurated by KLZ, Denver, Sunday night. The show, titled *Answer Man*, is handled from the stage of a downtown theater by Matthew McEniry, as the "Answer Man," and Norbourne Smith, as his stooge, the "Question Man." Smith roves through the theater, plying his questions at members of the audience. McEniry, officiating from the stage, supplies the correct answer and awards prizes given by the sponsor, the Seven-Up Colorado Co.

* * *

Trivial But Interesting

CROWDED OFF THE AIR by important international and domestic news, non-essential news of human interest value has been given a special spot, 1-1:15 a. m., on WMCA, New York. On this broadcast, the major events of the day are condensed into a three-minute summary, and the rest of the period is devoted to what the station calls "interesting trivial items."

* * *

Good Neighbors

KROW, Oakland, is broadcasting *Good Neighbor's Club*, conducted by Dr. Sunshine. Recently he made an appeal for volunteers to submit to a blood transfusion in order to save the life of a patient at a San Francisco hospital, who had to undergo a serious operation on his lungs. Within five minutes four radio listeners contacted the station to offer their blood.

* * *

Doghouse Court

WTMJ, Milwaukee, broadcasts *Doghouse Court* every Monday afternoon, the accused persons facing judge, prosecuting attorney and witnesses. Offenses are mistakes made on WTMJ broadcasts. Persons sending in accusations used for the program are awarded $1. If more than one person sends in the charge, the one suggesting the most novel punishment gets the $1.

For Better Movies

THE PUBLIC should know how to judge movies and understand them as a cultural force, according to WCLE, Cleveland, which has started a series called *Movie Art and Problems*, featuring Miss Bertelle M. Lyttle, editor of the *Cleveland Cinema Club Bulletin*. Weekly 15-minute interviews with film experts will include discussions of acting, sound developments, harmony, historical drama, differences between the movies and the stage. Adult listeners find the programs helpful in guiding the taste of their children, says WCLE.

* * *

Rural School Music

WDZ, Tuscola, Ill., is teaching group singing in the country schools of Douglas County with its *Rural School Music Program*. Morris Russell conducts the class of some 50 schools at the studio grand, playing and singing the songs from the radio text book while the pupils sing under his direction. The program endeavors to teach singing as done in the classrooms of large city schools. The entire course is part of the pupils' curriculum and after examinations credit will be given.

* * *

From the Past

KFRC, San Francisco, is presenting a series of historic dramatizations titled *Twenty-Five Years Ago*. The first presentation Oct. 3 was a commercial audition in addition to being a regular program. A number of advertising agency executives were listening in their own homes under normal conditions where they were able to check their reactions against those of the "average listener". The series is being transcribed.

* * *

Swift History

KCKN, Kansas City, is offering *Crossroads of History*, written and produced by Olaf Soward, KCKN news commentator, in which little known facts of history are tied to modern times with dialogue and dramatic flashes. Although subject matter is directed to more cultured classes, the swift tempo has attracted a general audience. Roney Monument Co. is sponsor.

* * *

From Denver's Harlem

WHERE there are negroes there is talent and KLZ, Denver, recently had such luck with a variety sidewalk show from the heart of the local Harlem that it's now a regular Thursday night feature. Matthew McEniry and Larry Robar, KLZ announcers, visit the colored districts. They place microphones in front of curbstone performers and help singing bootblacks do their stuff.

* * *

Informing the Public

SO THE public might know the details of fire fighting, the fire department of Miami, Fla., recently staged an elaborate demonstration. On hand was Norman McKay, announcer of WQAM, who interviewed Fire Chief H. R. Chase.

* * *

Junior Reporters

"UNCLE DON," pioneer children's broadcaster, whose daily program on WOR, Newark, is sponsored by a number of participating firms, is organizing a Junior Reporters and Press Club with the object of bringing together all editors, reporters and writers for school and other juvenile newspapers and magazines. WOR plans a Junior Press Convention.

Sarnoff on Television

(Continued from page 36)

sold during the show the public bought less than 100 television receivers in total.

"During one year's operation of a public television service in England, less than 2,000 receivers in all have been sold to the trade and less than 1,000 are actually in the hands of the public. There is but one television transmitter in London, and I was informed that it will probably be two years more before a second transmitter is erected in any other part of England.

"The foregoing represents the present status of television in England despite the fact that geographically its problem is simple compared with the vast area to be served by a television service in the United States. Also it is to be noted that in England the costs of erecting a television station, the establishment of a special organization, and the furnishing of television programs, have been paid by the Government out of license fees paid by the public annually for the privilege of listening or seeing by radio.

Program Problems

"The range of the RCA television transmitter atop the Empire State Bldg., now operated by NBC from its television studios in the RCA Bldg. in New York City, is approximately the same as that of the BBC station in London. The television receivers installed in the homes of our experts, who have been carrying on field tests during the past year, are likewise of the same order of performance as those in use in England.

"The major problem of television, in both countries, is to provide a program for the home that will meet public requirements and maintain public interest.

"To place television on a commercial basis in the United States, it is necessary to establish a sufficient number of sending stations, that must be interconnected and able to furnish a regular service at least to the population residing within the principal market areas of our country. The erection of such stations, the provision of necessary interconnecting facilities, and the establishment of a regular program service that would meet public requirements and hold public interest, call for vast financial expenditures before any returns can be reasonably expected.

"I firmly believe in the American system of private enterprise, rather than government subsidy; of free radio to the home, rather than license fees paid to the government by owners of receiving sets; and I have no doubt, that in due time, we shall find practical answers to the practical problems that now beset the difficult road of the pioneer in television. The road calls for faith and perseverance as well as ingenuity and enterprise but it is a road that holds great promise for the public, for artists and performers, and for the radio industry."

Referring to published reports that the late Senatore Guglielmo Marconi had left a vast fortune, Mr. Sarnoff said members of the inventor's family told him the estate would not exceed $150,000, from which many taxes and fees must be deducted.

TOURISTS—Networks sent special crews on the recent western tour of President Roosevelt. At Bonneville Dam in the Northwest, KGW-KEX, Portland, got this picture of some of the radio party. Left to right are Bob Trout, CBS; F. T. Garesche, Standard Oil p. a. announcer; Art Kirkham, KOIN, Portland, announcer; W. Carey Jennings, manager KGW-KEX; Carleton Smith, NBC. Trout joined the party at Portland where he had been announcing the *Professor Quiz* program.

VOICE OF THE P. A.

Tester's Roars Break Into Funereal Solemnity

DURING the Pulaski Day memorial exercises in Washington Oct. 11, the President was stumped for the correct pronunciation of the name of General Wladimir B. Kryzanowski, Polish hero of the American Civil War. Turning to the network announcers on hand for the broadcast, Mr. Roosevelt asked for help and Carleton Smith, NBC presidential announcer, promptly suggested that according to the Polish Embassy the name was pronounced Chiz-a-nov-sky.

The big event of the day came while the body of General Kryzanowski was being reburied in Arlington National Cemetery. For some human reason, the NBC p.a. crew forgot to test the sound equipment until the long line of ambassadors and governmental dignitaries was filing out of the chapel after the ceremonies. Breaking the formal silence was an informal, resonant voice which roared: ". . . makes your teeth sparkle . . . . recommended by America's leading authorities on beauty."

WCBS, Springfield, Ill., has affiliated with the *Illinois State Journal*, local daily, but has not sold any interest in the station to that newspaper, according to Harold L. Dewing, president of WCBS Inc.

WEBC
Tells Your
Story In
AMERICA'S
SECOND PORT
DULUTH & SUPERIOR
O
And on the
IRON RANGE IT'S
WMFG
HIBBING
WHLB
VIRGINIA

Quaker Oats Spots

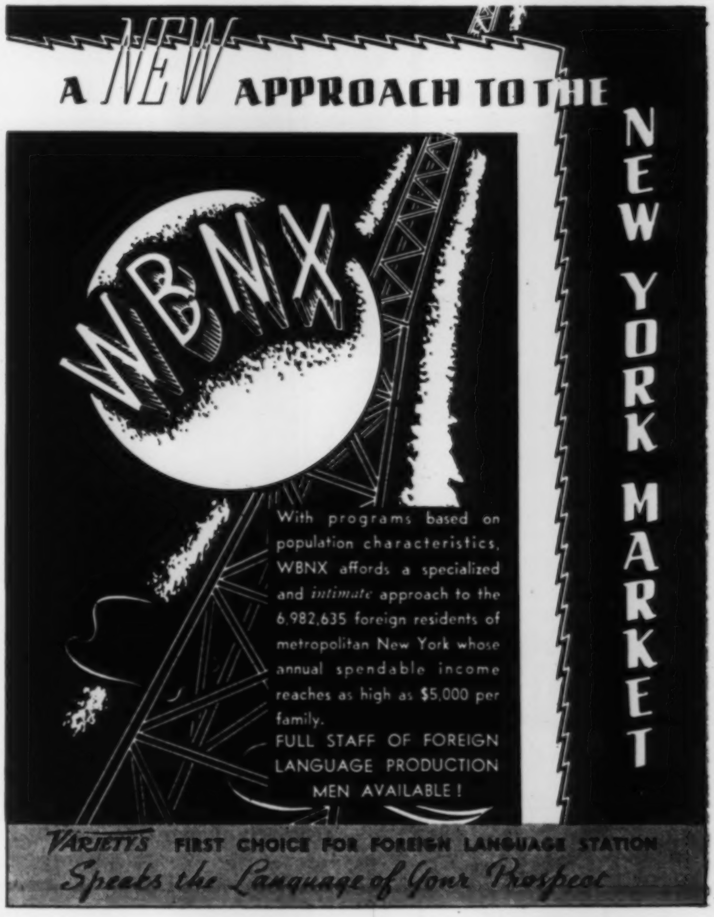
QUAKER OATS Co., Chicago (macaroni), started participation and programs on 14 stations Sept. 27 and Oct. 4. On Sept. 27 participation in *Happiness House* on the Michigan network (8 stations) was started in addition to five minutes thrice-weekly on the *Modern Home Forum* of WOWO. Other spots are: Thrice-weekly announcements on WRVA, WTAR, WFBC; quarter-hour show on WBT; participation on WTAM six days a week. Mitchell-Faust Adv. Co., Chicago, is agency.

CBS Names Rosenthal

Mr. Rosenthal

HERBERT I. ROSENTHAL, with the CBS program department for the past seven years and assistant director of program operations for the past two years, has been appointed general manager of Columbia Artists Inc., effective Jan. 1, 1938. This appointment completes the reorganization of the CBS Artists Bureau, the eastern division now being known as Columbia Artists Inc. of New York, and the West Coast branch as Columbia Management Inc., of California.

WROK
COVERS THE
BUSINESS
BRIGHT
SPOT
IN
NORTHERN ILLINOIS
AND
SOUTHERN WISCONSIN
ROCKFORD, ILL.
1410 K. C. 1000 W



A NEW APPROACH TO THE NEW YORK MARKET
WBNX
With programs based on population characteristics, WBNX affords a specialized and *intimate* approach to the 6,982,635 foreign residents of metropolitan New York whose annual spendable income reaches as high as $5,000 per family.
FULL STAFF OF FOREIGN LANGUAGE PRODUCTION MEN AVAILABLE!
VARIETY'S FIRST CHOICE FOR FOREIGN LANGUAGE STATION
Speaks the Language of Your Prospect

XUM

Vaseline on CBS

CHESEBROUGH MFG. Co., New York (Vaseline products), will launch a series of half-hour dramatic programs on approximately 58 CBS stations starting Nov. 7. The program, to be broadcast Sunday, 2:30-3 p. m. (EST), with a West Coast rebroadcast, will feature Jean Hersholt, motion picture actor, in dramatizations of short stories and will be produced from Hollywood. McCann-Erickson Inc., New York, is agency.

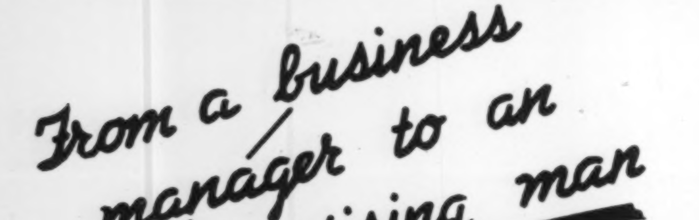
CANADIAN Broadcasting Corp. has signed the Canadian branches of Standard Brands Inc., (Chase & Sanborn coffee and Magic Baking Powder), Imperial Tobacco Co., Ltd. (cigarettes) and Imperial Oil Co. Ltd. for sponsored network programs to start in October and November.

WMIN

BLANKETING
the
8th Largest
TRADE MARKET
in the
United States
at
Lowest Cost

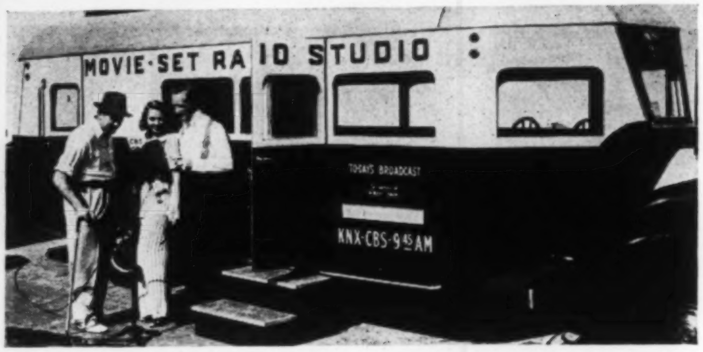
Saint Paul
Minneapolis

WMIN
St. Paul, Minnesota


From a business manager to an advertising man
Dear Jim: Be sure to use KGW—they do a swell job in the northwest.
B.
KGW
OREGONIAN
KEX

Today... the wise business managers are all writing the same notes: The Oregonian stations do a grand job!

National representative:
EDWARD PETRY & CO., INC.
New York Chicago Detroit San Francisco



STUDIOMOBILE—This roving studio, said to be the first ever built, is used for *Hollywood in Person.* Joan Blondell and Leslie Howard are speaking under Director Tay Garnett's guidance.

HOLLYWOOD FROM THE INSIDE

General Mills Series Staged by Russel M. Seeds Co. Offers Candid Portrayals of Studios

By TOM WALLACE
Producer, "Hollywood In Person"
Russel M. Seeds Co., Chicago

Mr. Wallace

RADIO and motion pictures are shaking hands again by means of the latest radio presentation which links the two in a five-weekly series coming out of the West, called *Hollywood in Person.*

It was about a year ago that Freeman Keyes, president of Russel M. Seeds Co., Chicago advertising agency, conceived a new idea in radio which he took direct to Donald D. Davis, president of General Mills Inc. One of radio's most progressive users. General Mills was quick to recognize the potential interest in a daily visit with a "candid mike" inside the gates of the great motion picture studios—the idea met with immediate response on the part of Mr. Davis, and he and his company agreed to pioneer this new and novel radio feature.

Film Folk Cooperate

The obvious problem of whether the motion picture producers would see the value of such visits was solved through the influence of Hollywood's Billy Wilkerson, publisher of the *Hollywood Reporter*; Abe Lastfogel and William Murray of the William Morris Theatrical Agency. Mr. Wilkerson has been most constant in recognition of broadcasting as a medium for exploiting pictures. With his cooperation, the following studio executives have opened their gates to the genial Bisquick Broadcaster, Bob Baker:

Joseph Schenck, Darryl Zanuck and William Goetz of Twentieth Century-Fox; Samuel Goldwyn of Samuel Goldwyn Studios; Adolph Zukor of Paramount Productions; Walter Wanger of Wanger Productions; S. J. Briskin of RKO Radio Pictures; Harry Cohn of Columbia Studios; David O. Selznick of Selznick-International Studios; Harry Sherman of Sherman Productions; Hugh Harman and Rudolf Ising of Harman - Ising Cartoon Studios; B. P. Schulberg of Schulberg Productions; Hal Roach of Hal Roach Productions; Al Siegall of Republic Studios; and Charles R. Rogers of New Universal Studios. Lines are now permanently installed in 13 of Hollywood's studios, with more to come.

A 13-week test series was begun last March and released over the NBC-Pacific Red network. During this test General Mills ordered every type of survey available to measure the interest and effectiveness of the new venture. The result of these exhaustive tests found *Hollywood in Person,* beginning July 19, a part of the popular *Gold Medal Hour,* coast to coast over CBS.

Shortly before the test series was inaugurated, Mr. Davis made a visit to Hollywood and called on every producer. It was during this visit that he conceived the idea of a Trailer Studio—to our knowledge the first in the history of broadcasting. A 22-foot trailer, 14 feet of which is devoted to a unique sound-proof studio, the remainder to engineering control, with every improvement found in the most up-to-date regular radio studios, was ordered. This innovation has proved to be of great value. Bob Baker finds it quite convenient to park his Studiomobile on any of the streets of the movie studios, and invite passersby to "drop in and be interviewed".

Doubtless one of the most difficult assignments ever given those who produce radio programs—the job is at the same time one of the most pleasant and interesting. When you get to know them, the movie executives and stars are some of the finest people in the world. However, with almost constant supervision, something unforeseen "happens" daily. In some 20 weeks, during which time we have broadcast over 120 programs, *Hollywood in Person* has been left high and dry, so to speak, only one time by the failure of scheduled personalities to appear. Which, in addition to being a very fine record, is conclusive proof that those who make up the motion picture industry are intensively cognizant of the value and scope of broadcasting.

Program Variety

Recognizing the importance of maintaining interest among the preponderance of women listeners, *Hollywood in Person* has purposely offered at least once weekly a program devoted to beauty and makeup, featuring the famous family of makeup artists, the Westmores. Always, in these chats one of the Westmores is accompanied by some charming feminine star who lends her advice and comment to the occasion.

In addition to the visits to such places as the cutting rooms, sound stages, fan mail, casting, music, and wardrobe departments, special broadcasts have emanated from the Hollywood Brown Derby, Leo Carrillo's novel home, Randy Scott's beach home, the Screen Actor's Guild division of the Labor Day Parade; presented an intimate tour through Shirley Temple's bungalow on the Twentieth Century-Fox lot; a visit with Deanna Durbin in the New Universal School Room; the Paramount Studio Restaurant; the world-famous Cafe de Paris at Fox; man-in-the-street broadcasts direct from Hollywood Blvd., and many other novel features.

At present *Hollywood in Person* is manned by a staff of eight people in the Russel M. Seeds Co. office in Hollywood, headed by Clay Osborne, general manager. Among the writers and newsgathers are Robert Brilmayer, Forrest Barnes and Lee Cooley.

Bob Baker started these broadcast with just a fair acquaintanceship in Hollywood, but in the time he has been making his daily visits, he now numbers among his friends nearly every executive, star, director and camerman right on down through the studio personnel, including the lot cops and firemen.

Hollywood in Person has helped create a friendship between radio and motion pictures—a friendship that should be permanent.

PHILIP MORRIS & Co., New York, has announced an increase in sales of 50% over last year, through O. H. Chalkley, president. Most of the company's advertising appropriation goes to radio. Agency is the Biow Co. Inc., New York.

Blaw-Knox Gets Award On Federal Contract for 400 Radio Range Towers

AWARD of a $350,000 contract to Blaw-Knox Co., Pittsburgh, for fabrication of 400 radio-range towers to be erected at various points throughout the country, was announced Oct. 6. It is believed to be the largest single contract for this purpose ever awarded by the Government.

The radio-range towers provide airplane pilots, by means of radio signals, with a constant guide. The signals, leading the pilot from station to station, constitute invisible highways of the air. The modern radio-range stations consist of a group of five towers, four of which form a square with the fifth tower in the center. They are about 135 feet high and the radio impulses go out directly from the tower structure. The four outside towers transmit what is known as the beam course, while the center tower is used to transmit weather reports and other information without interruption to the beam signals.

Of the towers to be erected, about half will be used to modernize or relocate existing stations and 44 new five-tower stations will be built at needed points. Since 1932, Blaw-Knox has furnished about 400 towers for radio-range stations.

Peter Fox to Place

PETER FOX BREWING Co., Chicago (beer), is currently making quarter-hour transcriptions of its *Swingit* show on WGN, Chicago, to be placed three and six times weekly on southern and southwestern stations the first part of next year. The *Swingit* program was on WGN following the baseball games all summer and was recently renewed to follow football games. Transamerican Broadcasting & Television Corp. cut the transcriptions. Schwimmer & Scott, Chicago, is agency.

Roi-Tan in Far West

AMERICAN TOBACCO Co., New York, is sponsoring *Man to Man Sports* for Roi-Tan cigars, a series of sport-talk broadcasts. Program started Oct 5 on six western CBS stations, through Lawrence C. Gumbinner Adv. Agency, New York.

UNSEEN BUT HEARD—A program dedicated to those who live in the world of eternal darkness has been started by WGBI, Scranton, Pa. Broadcast thrice-weekly, it features Ralph Ball, blind pianist, who before losing his sight nearly two years ago, had been on the WGBI staff six years as announcer, pianist and organist. Since losing his sight in January, 1936, the former announcer has mastered Braille and has spent some time at the world-famous Seeing Eye Inc., training school at Morristown, N. J., where he obtained Myra, (shown herewith) as a guide. He became a WPA teacher and instructed the less fortunate blind and now has made a successful radio comeback. He announces his own program and solicits mail from blind listeners, requesting them to write in Braille, if possible. He features as guests other blind artists and personalities who have attained success despite their handicaps.

New CBS Lever Series

LEVER BROS. Co., Cambridge, Mass. (Rinso-Lifebuoy), on Oct. 19 will launch its new dramatic series featuring Edward G. Robinson, motion picture actor, on 58 CBS stations. Emanating from Hollywood and titled *Big Town*, the series will be heard Sundays, 7-8:30 p. m. (EST). It will precede the Al Jolson program also sponsored by Lever Bros. Robinson will be cast as editor of a tabloid newspaper and have Claire Trevor as his feminine lead. Arthur Ceasar is writer of the scripts, with Courtney R. Cooper acting in an advisory capacity. Tiny Ruffner, Hollywood manager of Ruthrauff & Ryan Inc., agency handling the account, will supervise production.

MR. LESLIE NOEL ZEMER

announces the opening of the

RADIAGE STUDIOS

154 EAST ERIE STREET

CHICAGO, ILL.

Representing:

FERN SHAW, Soprano MIRIAM BOOTH, Soprano

DAVID LANE, Tenor FRANK MARWELL, Baritone

AMBROSE J. WYRICK, Tenor

World Series Covered As Sustaining Program

FAILURE of the Ford Motor Co. to continue its custom of sponsoring the World Series baseball games and of the network sales forces to find another advertiser willing to pay the $100,000 asked by the clubs plus time charges did not keep the series off the air. Full networks of CBS, MBS and the combined Red and Blue NBC hookups carried the play-by-play descriptions of the struggle between the New York Yankees and the New York Giants for the title of World's Champions.

Assigned to cover the games for NBC were Tom Manning, Cleveland announcer, and "Red" Barber, WLW sports expert, with Warren Brown, sports editor of the Chicago *Herald & Examiner*, summarizing the day's play and George Hicks, special events announcer, reporting on highlights and color. CBS microphones were handled by France Laux, St. Louis, and Bill Dyer, WCAU, Philadelphia, while Paul Douglas of the New York staff did the between-inning summaries.

Mutual's coverage of the series was done by Bob Elson, WGN, Chicago, Johnny O'Hara, KWK, St. Louis, and Dave Driscoll, WOR, Newark. Reason for the selection of out-of-town announcers for this purely New York series was the insistence of Judge K. M. Landis, high commissioner of baseball, that the broadcasts be handled by announcers who had been broadcasting baseball through the season.

BLAIR WALLISER, producer of the *Romance of Helen Trent*, sponsored by Edna Wallace Hopper, on CBS, celebrated the 1000th performance of the program on Oct 8. Virginia Clark, actress, has been with the show since its inception.

WPA Fall Festival

RADIO DIVISION of the WPA Federal Theater is starting what it hopes will be an annual presentation, the Fall Festival of Radio Dramas. The October schedule consists of rebroadcasts of the four best productions of the past year. New and experimental scripts will be used in November. In addition to the programs running, on New York stations such as *Pioneers of Science, History in Action, Repertory Theater of the Air, Men of Art*, and *Oscar Wilde's Plays*, a new series began on WHN and the WLW-Line Oct. 10, *Jules Verne*, to be heard Sundays from 5 to 5:30 p. m. Director of the new program is Ashley Buck, actor and short-story writer, who has been directing *Pioneers of Science*. He is succeeded on the latter show by Edward Latimer, former program director of WNBF, Binghamton, N. Y.

WDRC

"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"

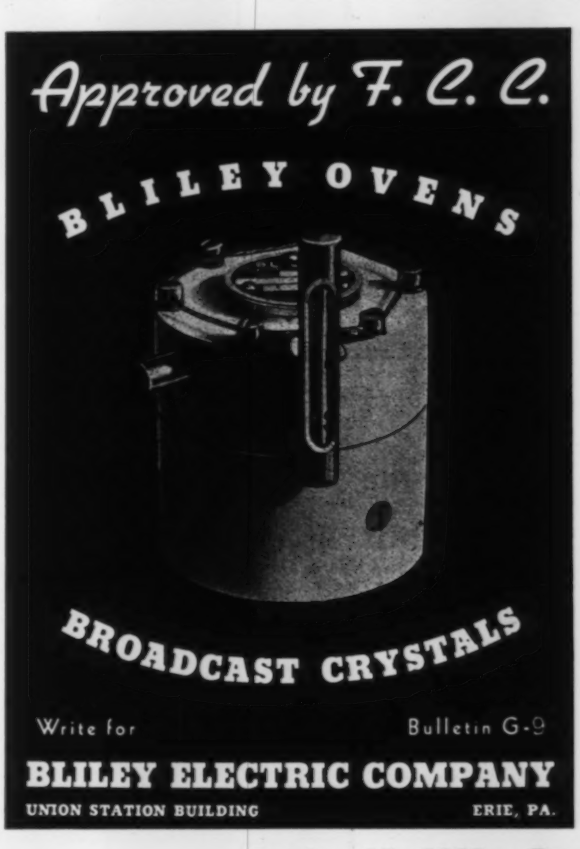
HARTFORD, CONN.

OVER A MILLION PEOPLE

. . . within a thirty mile radius react favorably to this familiar station-break, "This is The Columbia Broadcasting System . . . Station WDRC, Hartford." Advertisers like the combination, too, because it brings RESULTS.

National Representatives
Craig & Hollingbery, Inc.

Basic Network Station of the Columbia Broadcasting System



Approved by F. C. C.

BLILEY OVENS

BROADCAST CRYSTALS

Write for Bulletin G-9

BLILEY ELECTRIC COMPANY

UNION STATION BUILDING ERIE, PA.

Food Account on Coast

TABLE PRODUCTS Inc., Oakland, Cal., on Oct. 1 started a two-month campaign on KFI, Los Angeles, and four other California stations, using daytime spot announcements to call attention to its Nu-Made Mayonnaise. Agency is Lord & Thomas, Los Angeles.

P & G Records Show

PROCTER & GAMBLE Co., Cincinnati (Oxydol), on Oct. 11 started quarter-hour transcriptions of its NBC show, *The Goldbergs*, on WOR, WLW and WJR. Other stations are to be added. Blackett-Sample-Hummert Inc., Chicago, is agency.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg. Wash., D. C.

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

GODLEY & BROWN
Consulting Radio Engineers
Phone: Montclair (N. J.) 2-7859

EDGAR H. FELIX
32 ROCKLAND PLACE
Telephone: New Rochelle 5474
NEW ROCHELLE, N. Y.
Field Intensity Surveys, Coverage Presentations for Sales Purposes, Allocation and Radio Coverage Reports.

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. Field Office
Washington, D. C. Evanston, Ill.
District 8456 Davis 2122

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

FRED O. GRIMWOOD
Consulting Radio Engineer
Specializing in Problems of Broadcast Transmission and Coverage Development.
P. O. Box 742 Evansville, Ind.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

HERBERT L. WILSON
Consulting Radio Engineer
Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
260 E. 161st St. NEW YORK CITY

A. EARL CULLUM, JR.
Consulting Radio Engineer
2935 North Henderson Avenue
Telephones 3-6039 and 5-2945
DALLAS, TEXAS

ROBERT S. RAINS AND COMPANY
Special Consultants
Accounting, Taxes and Engineering
Munsey Building—Washington, D. C.
Telephone: Metropolitan 2430
Robert S. Rains
Former Special Consultant
Federal Communications Commission

RCA
WORLD WIDE WIRELESS
FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

AT PARTING—When T. R. Putman (center) manager of KFRO, Longview, Tex., for the last two years, resigned to become head of the new KHBG, Okmulgee, Okla., James R. Curtis (right), president of the Texas station, presented him with a fountain pen set. On the extreme left is Harold C. Johnson, sales manager of KFRO, who was named by Mr. Curtis to succeed Mr. Putnam as manager.

SPEAKER ATTACKED
CIO Leader Beaten Prior to Speech on WMPS

FREE speech jumped right into the copy books to become a live issue in Memphis when Norman Smith, CIO representative, was attacked as he was entering the studios of WMPS to deliver a paid speech dealing with the advantages of the CIO. Smith was severely beaten by unknown assailants and taken to the hospital with a fractured skull and other injuries. His aide, Harry Elder, escaped, made his way to the studio and delivered the speech on schedule.

As two carloads of unidentified men patroled the streets outside the studios waiting for Elder to come out to receive the remainder of his beating, the WMPS staff gradually oozed into a state of jitters. Elder outguessed the strong-armed gents by calling Police Commissioner Davis and waited in the WMPS studios until the commissioner with two officers arrived.

NEW type of baseball pre-view was broadcast from New York on MBS Oct. 5 when fans in Times Square interviewed sports writers sitting at press headquarters in the Hotel Commodore. Stan Lomax was in the press-room, and Dave Driscoll broadcast from Times Square.

SENATOR Robert F. Wagner of New York has accepted the honorary committee chairmanship for a dinner-dance at the Waldorf-Astoria Hotel, New York, Dec. 5, to raise funds for the McCosker-Hershfield Cardiac Foundation, organized to fight heart disease by Alfred J. McCosker, president of WOR, and Harry Hershfield, the cartoonist.

The Largest Independent Frequency Measuring Service in the Country
ACCVRACY
Manufacturers and Engineering Consultants
COMMERCIAL RADIO EQUIPMENT COMPANY
216 E. 74th St., Kansas City, Mo.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance.

Forms close 25th and 10th of month preceding issues.

Help Wanted

San Francisco Advertising Agency with splendid radio background wants experienced man to build radio department. The man we want is probably a station salesman who wants unlimited opportunity. Your answer will be held in strictest confidence. Write Box 788, BROADCASTING.

Wanted Sports and News Commentator also announcer with program department experience for southern radio station 100 watts operating to local sunset. Qualifications for above position requires good sober reliable men who are willing to work. State experience, references, age and salary expected in first letter. Address Box 793, BROADCASTING.

Situations Wanted

Chief announcer, studio director now employed half kilowatt network station desires position with wide awake organization. Box 792, BROADCASTING.

Station Manager now employed, young, ambitious and industrious, now operating a network regional, desires change. Finest references, perfect record, excellent sales ability. Box 791, BROADCASTING.

ENGINEER: Telephone first, telephone second licenses; RCA graduate. Several years experience, installation, maintenance, operation, and chief engineer. Married. Excellent references. Now available. Box 789 BROADCASTING.

Announcer—Now with major New York station, desires change, anywhere. Also writes, produces sketches. Young. Ambitious. Excellent references. Box 790, BROADCASTING.

Licensed operator, radio telephone first class, young, married, go anywhere. Some experience. Salary secondary to securing work. Desire permanency. References furnished. Have had instruction in television. Box 773, BROADCASTING.

Station manager eleven years' experience including network now directing sales. Wish complete charge of station with guarantee of five hundred dollars per month. Thirty-day notice required. Write Box 787, BROADCASTING.

Program Director with southern network affiliated station desires position with east or midwest. Good background with both CBS and NBC stations. Excellent commercial announcer; newscaster. Married. Sober. Cooperative. Permanence important. Box 786, BROADCASTING.

For Sale—Equipment

500 watt low level modulation transmitter at rock bottom price. WROK, Rockford, Ill.

Wanted to Buy

WANTED: Used Western Electric dual-speed turn-tables. Box 785, BROADCASTING.

Wanted: 100 Watt Transmitter not over two years old. Composite not wanted. Quote cash price and full details. Box 774, BROADCASTING.

For Rent—Equipment

Approved equipment, RCA TMV-75-B field strength measuring unit (new), direct reading; Estiline Angus Automatic Recorder for fading on distant stations; G. R. radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

A REPORT from France states that the French government has increased the tax on radio advertisements broadcast in French from 13% to 35% of gross receipts. The tax on radio advertising in languages other than French was reported hiked from 48% to 65%.

in the CONTROL ROOM

BURT R. COLE, formerly of Bell Research Laboratories and the Graybar Electric Co., has been appointed technical director of the Louis Wasmer group of stations in Washington.

JAMES WALLACE, chief engineer of KVI, Seattle, has returned to his duties after a month's study and survey of West Coast stations.

GEORGE FOSTER, formerly chief announcer of WPG, Atlantic City, has joined the technical staff of KFWB, Hollywood.

HAROLD WHITE, of the engineering staff of KGLO, Mason City, Ia., is the father of a baby boy born Sept. 27.

GORDON BROWN, for seven years the "Night Owl" on KJBS where he doubled as operator-announcer on Oct. 1 joined technical staff of KYA, San Francisco.

DON McBAIN, CBS Hollywood engineer, has been awarded a pilot's license, and will shortly buy an airplane.

AL NEWMAN has joined the control staff of KDYL, Salt Lake City.

EDDIE KNIGHT, CBS-Chicago engineer, developed a streptococcus infection while covering the Al Pearce broadcast from Louisville. He was taken to the Northern Hospital in Louisville, and later transferred to the St. Luke's hospital in Chicago, where he remained a week before going home Oct 3. He was expected to return to work about Oct. 15.

JAMES GUEST, KMTR, Hollywood technician, and Lucille Rogers were married in that city Oct. 3.

HAROLD J. SAZ has been made manager of the new NBC Hollywood sound effects department, having been transferred from New York where he was one of eight effects supervisors at Radio City.

RUBY ISENBERG has been named chief transmitter operator of WOWO, Fort Wayne.

WILLIAM WHITE has joined the operating staff of KDB, Santa Barbara, Cal., replacing Ken Taylor, resigned.

LEONARD SHREVE, formerly of KWJJ, Portland, Ore., has joined KAST, Astoria, Ore., as operator-announcer.

MERRILL HOUSER, new to radio, has joined the control staff of KOIL, Omaha.

BILL JONES, transmitter operator at WJEJ, Hagerstown, Md., and Mrs. Jones are the parents of a daughter, Ellen Elizabeth, born Sept. 22.

N. T. BASS, formerly of Transradio Press, and more recently with the air division of the Department of Commerce, has joined the technical staff of KDYL, Salt Lake City. Howard Johnson has been promoted to chief control operator of KDYL. Owen Ford, engineer of KDYL, married recently.

NBC Shows Television

NBC staged a television preview of the 34th Annual Business Show, to be held in New York the week of Oct. 18, on Oct. 7, when President Lohr entertained a number of executives of exhibiting companies with a televised program of some of the new appliances to be displayed at the show.

Equipment

THE two new 50,000-watt stations of the Canadian Broadcasting Corp., have been definitely located on frequencies now used by CBC stations the new stations will replace. CBL in Toronto will go on 840 kc and CBF in Montreal on 910 kc. The stations, by latest information, are not expected to open till Nov. 15.

KSD, St. Louis, has constructed an ultra-high frequency transmitter containing novel features said to give it greater signal strength due to stability and high percentage of modulation. It is light in weight and compact. Joe Volk, KSD engineer, designed the transmitter.

KECA, Los Angeles, has installed a new Western Electric compression amplifier and is also adding other equipment, according to Harrison Holliway, manager.

CFAC, Calgary, has increased power to 1,000 watts from 100 watts and installed a Canadian Marconi 1,000-watt transmitter to take care of the boost in power.

RCA has issued descriptive booklets covering UHF Type ET-4315 mobile relay transmitter, MI-7802 and 7803 relay broadcast receivers, 76-A consolette, a two-studio speech input system, and the 68-a beat frequency oscillator and 69-a distortion and noise meter.

AN RCA 1-DA 1,000-watt transmitter and miscellaneous speech input have been ordered for the new WLAW, Lawrence, Mass., recently authorized by the FCC. Licensee will be Hildreth & Rogers Co., publisher of the *Lawrence Eagle* and *Tribune*, and stations will operate with 1,000 watts daytime on 680 kc. Also on order with RCA, contingent upon securing a CP, is a 250-D transmitter with speech input from the Spartanburg (S. C.) Herald-Journal Co., applicant for a new station.

WORK started Oct. 1 on the new 450-foot Blaw-Knox vertical radiator of WHAM, Rochester, which will replace the present antenna system and will include 450-foot radials from the base of the tower and utilize 70,000 feet of copper wire in its ground system. The new tower is to be in place by mid-November.

KSFO, San Francisco, has received a shipment of Western Electric "saltshaker" microphones, to be used for permanent hotel dance pickups. Two new WE 22B remote pickup amplifiers have also been acquired.

KRKD, Los Angeles, has installed two new type 6F preamplifiers manufactured by Collins Radio Co., Cedar Rapids, Iowa. Station is also planning several other technical improvements, according to Willis O. Frietag, chief engineer.

UNIVERSAL MICROPHONE Co., Inglewood, Cal., has started to manufacture a new 1938 model of its professional recording machine for delivery in December. A new development will be an adjustable and illuminated microscope with .006 inch spaced hair lines. This will be mounted on a slide bar assembly and will move with the cutting head, thus enabling the cutting action to be observed at all times. New machine will also include a playback pickup mount incorporated in the main assembly of the recorder together with wiper bars. The firm produces five different types of recorders for instantaneous and wax work, portable and stationary types.

FAIRCHILD AERIAL CAMERA Corp., recording division, has sold a complete transcribing outfit to University of Maryland to be used in connection with its radio courses.

Just as Important
in the Control Room, too . . .
JOHNS-MANVILLE
ACOUSTICAL TREATMENT

No faulty acoustical conditions in this NBC control room. Here, as in the control rooms and studios of modern stations throughout the country, Johns-Manville Sound-Control Materials and methods were used.

FAULTY ACOUSTICS in the control room may impair the high fidelity of the most carefully prepared studio production . . . may cause "feedback" and resultant blurring.

When good studio acoustics are duplicated in the control room, the engineer hears the program *exactly* as it is being produced . . . *exactly* as it should go to the listening audience. The proper use of J-M Acoustical Materials and Sound Isolation assures perfect monitoring. Result . . . permanent protection of highest broadcast quality.

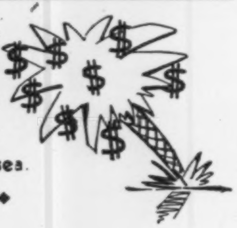
Johns-Manville Acoustical Engineers, in studios all over the country, have demonstrated their ability to eliminate faulty acoustical conditions. They have actually created finer broadcast quality. If you are not entirely satisfied with the quality of *your* broadcasts, why not let a J-M Acoustical Engineer help you solve your problem? For details, write Johns-Manville, 22 East 40th Street, New York City.

JM Johns-Manville
SOUND-CONTROL MATERIALS AND
ACOUSTICAL-ENGINEERING SERVICE

XUM

Who Was Dumb?

A DEAF and dumb wrestler was interviewed the other day by Jake Higgins, sportcaster of WLBC, Muncie, Ind., who had prepared questions that could be answered by movement of the head and hands. The mistake came when Jake asked the wrestler about his favorite hold and found himself on the mat with his legs where his arms ought to be and the mike half way down his throat.



Covers the Islands like the waters cover the sea.

◆

KHBC
HILO, HAWAII

KGMB
HONOLULU, HAWAII

FRED J. HART, President and General Manager
SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL
Representatives:
CONQUEST ALLIANCE COMPANY
NEW YORK, 515 MADISON AVE. CHICAGO, 100 N. LaSALLE ST

McKnight to KANS

Mr. McKnight

PHIL McKNIGHT, Wichita branch manager of the Carter-Owens Adv. Agency, on Oct. 1 joined KANS, Wichita, as manager of merchandising. His first assignment was a trip to Chicago and New York, to get the national business picture first hand and determine what is needed in the way of location promotion for such accounts. He will function under Herb Hollister, KANS general manager.

New Lever Net Series

LEVER BROS. Co., Cambridge, Mass. (Lifebuoy soap), will star Edward G. Robinson in a dramatic series to start Oct. 19 on 58 CBS stations immediately preceding Al Jolson's program for Rinso. The new show is based on newspaper life, with Robinson as a crusading managing editor of a tabloid in a large city. Claire Trevor will play the society editor. Ruthrauff & Ryan Inc., New York, is the agency.

Woman's World Places

WOMAN'S WORLD, New York (magazine), started a test campaign on 10 stations Oct. 3 using announcements, participations and programs. Albert Kircher Co., Chicago, is agency.

FOR SERVICE—Harry Shatzman (left) receives the annual KWK Trophy for outstanding service to the St. Louis Advertising Club. Bob Convey is the donor. Mr. Convey has been named to the club's board of governors.

Pants for News

RAY COX, news editor of WMT, Waterloo, Ia., hurried over a picket fence Oct. 3 when he saw a stunt plane hurtle 300 feet to the ground. First on the scene, he obtained pictures and a complete story of the fatal crash. After putting the story on the air he discovered that he had been in circulation for quite a while without an embarrassing portion of his pants, left on the picket fence.

Swift Sales Meeting

SWIFT & Co., Chicago, on Oct. 2 broadcast a sales meeting on NBC-Red network from 7:15-7:30 a. m. (CST) with a repeat broadcast at 11 a. m. (CST). During the radio sales meeting, company executives and sales managers all over the country addressed the nationwide conclave. J. Walter Thompson Co., is agency.

Watch Tower Cancels

WATCH TOWER Bible & Tract Society, Brooklyn, headed by Judge Rutherford, has cancelled all the contracts for commercial broadcasting, effective Oct. 31. Programs by transcription will continue to be available to stations wishing to use them on a sustaining basis.

Wamboldt, Holden Form Radio Production Firm

WAMBOLDT & HOLDEN, radio program service agency, has been established at 20 E. Jackson Blvd., Chicago, by M. P. Wamboldt and Jack Holden, both veterans in the broadcasting field. Mr. Wamboldt, who has been associated with the production of many outstanding network programs, recently resigned from the NBC production staff to form the new organization. Jack Holden, for several years chief announcer at WLS, Chicago, currently writes and plays the lead role in the Ralston-Purina *Tom Mix* NBC series; announces the Miles Laboratories *Station E-Z-R-A* and *National Barn Dance* NBC programs, and features the Hooker Paint local broadcasts. He has also conducted the WLS devotional programs for many years.

Serviced by the new organization are *Tom Mix*, a five-day-per-week dramatic series signed for 52 weeks through Gardner Adv. Co., St. Louis, and *Public Hero No. 1*, a new weekly 30-minute dramatic program sponsored by Falstaff Brewing Corp. over NBC, scheduled to start Oct. 18. Also placed through Gardner Adv. Co., the new program will glorify police organizations, which are placing their files of criminal cases at their disposal.

Anti-ASCAP Measure Is Introduced in Texas

AN ANTI-ASCAP bill introduced in the Texas legislature, which would have proved a boomerang to broadcasters and other copyright users, was killed Oct. 12 by prompt action of the Texas Broadcasters Association. The bill was introduced by Assemblyman Metcalf, of San Angelo, and proposed a tax of 25% on gross collections made in Texas for licenses to perform copyrighted music, along with other requirements.

Mr. Metcalf withdrew the measure after it was explained to him that it might cause substantial increases in the price users pay for ASCAP licenses and might also afford ASCAP opportunity to file tariffs that would definitely require broadcasters to negotiate according to such tariffs. O. L. Taylor, president of KGNC, Amarillo, and of the Texas Association, was in New York to attend the special NAB convention when the measure was introduced. He promptly called a meeting of Texas broadcasters present at the convention, and swift action followed. The bill, in addition to the tax ASCAP collects, also provided for filing by the Society of a list of all compositions and price schedules.

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A Kilowatt on 630
A Sales Message over KFRU Covers the Heart of Missouri

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First In Atlanta With The News
EVERY HOUR ON THE HOUR
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WATL
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Studios of KEHE Used by Networks

NBC Officials Survey Sites for Hollywood Headquarters

NBC, faced with the problem of supplying an adequate studio theater for the *MGM-Maxwell House* program to originate from Hollywood starting Nov. 4, has taken over the El Capitan Theater on Hollywood Blvd., that city, on a short-term lease. It is understood that the transaction involves a monthly rental of approximately $3,000. The network originally negotiated rental of the Hollywood Playhouse on Vine St., which houses the Federal Theater Project, but it is understood that the Treasury Department in Washington turned it down.

While taken primarily for the *MGM-Maxwell House* program, NBC will also originate several other transcontinental shows from the El Capitan Theater, which has a seating capacity of 1,571. NBC will spend several thousand dollars in remodeling the house for broadcasting purposes. The *Maxwell House* show will originate there while MGM is building its own broadcasting studios.

Construction Plans

Meanwhile formal announcement on NBC's building plans in Hollywood are being awaited. O. B. Hanson, the network's New York chief engineer, and William Clarke, of his staff, were in Hollywood early in October, presumably to survey the much discussed Vine St. and Sunset Blvd. property and to start preliminaries so that actual construction will get under way immediately following official announcement [BROADCASTING, Sept. 1]. Mr. Hanson's presence on the West Coast was taken to indicate that the NBC directorate has approved purchase of the site, although public announcement is being withheld until the board meeting in New York Oct. 29.

With insufficient facilities to handle the heavy schedule of sponsored programs emanating from Hollywood, CBS and NBC on Oct. 10 started using studios of KEHE, Hearst Radio station. The CBS *Phil Baker* program (Gulf Oil Co.) is remoted from the 300-seat studio-theater and NBC's *One Man's Family* (Standard Brands Inc.) from the organ studio, with a rebroadcast on Wednesday; NBC continues to use the KFWB studios for the weekly *Hollywood Mardi Gras* (Packard Motor Co.) program, *Gilmore Circus* (Gilmore Oil Co.), and the present *Maxwell House Show Boat* series.

Sun Gold Fruit Test

CALIFORNIA Fruit Products Ltd., Los Angeles, to introduce its Sun Gold fruit spread to the consumer market, on Oct. 19 will start a 13-week test campaign on two Southern California stations, using participation programs. Firm will participate thrice weekly in Fletcher Wiley's *Sunrise Salute* on KNX, Hollywood, and Thursday morning in *Ann Warner Chats With Her Neighbors*, on KFI, Los Angeles. This is the sponsors' first use of radio and if test is successful, the campaign will probably be extended to include other California stations. General Adv. Agency, Los Angeles, has account.

Petrillo's New Union; Labor Situation

(Continued from page 14)

since my assumption of the managership of WKRC in May of this year. These I had deferred making until I might be completely familiar with the operating personnel. Any changes which have taken place have been in accordance with long considered policy and without any knowledge on my part of whether any employe was engaged in activity on behalf of a labor organization. I have endeavored to make my viewpoint clear to the station's staff and feel sure that the employes realize that they are completely free to follow their own views with respect to labor union activity."

Philadelphia Contract

Contract has been signed between ARTA and WPEN-WRAX, Philadelphia, resulting in an immediate $10 weekly raise for the chief operator and a $5 weekly increase for all other operators, with a minimum scale of $47.50 for the station's technicians. John Iraci, owner of the stations, and Eugene Dupree of ARTA, conducted the negotiations. ARTA also aided AGRAP in a dispute with Mr. Iraci, helping to bring about the reinstatement of 10 announcers who had been discharged.

At WWSW, Pittsburgh, the union secured a contract for technicians calling for an approximate $10 increase per week per man, with time-and-a-half for overtime, a five-day, 44-hour week; arbitration of all disputes and dismissals; the setting up of a grievance committee; two weeks' vacation with pay and a similar sick leave; an allowance of 7 cents a mile for automobile traveling, and recognition of seniority rights. Frank R. Smith Jr., general manager of WWSW, and William Lievow of ARTA negotiated the new contract.

Roy Langham, president of AGRAP, is on leave from the CBS production staff and is devoting all of his time to organization activities of his union.

The New York local of AFRA, talent union, has elected Mark Smith, well-known radio character actor, as president. He had been acting as chairman of the group previous to the election. Other officers are: Walter Preston, baritone, first vice-president; Bill Adams, character actor, second vice-president; Ben Grauer, NBC announcer, third vice-president; Alexander McKee, actor, fourth vice-president; John Brown, fifth vice-president; Wilfred Lytell, actor, treasurer, and Lucille Wall, dramatic actress, recording secretary.

Oklahoma City Signs

The technical employes of all four stations in Oklahoma City (KFXR, KGFG, KOMA, WKY) have joined the American Radio Telegraphists' Association, CIO union, according to information received at ARTA's New York headquarters, which also stated that the technicians of stations in a half-dozen nearby towns had likewise taken membership in ARTA.

Together with Equity, Chorus Equity, Screen Actors Guild and American Guild of Music Artists, the AFRA has agreed that before Dec. 1 any member of any organization in good standing who is entering the jurisdiction of any other group may join the new organization without any initiation fee, but he must pay a half-year's dues to the new group. Artists earning more than $25,000 a year must pay a full year's dues.

After Dec. 1 a transferee must pay the difference of initiation fees if the group he is joining has a higher initiation than the one he is leaving. Equity and the SAG have also ruled that any of their members who come under AFRA jurisdiction must transfer to that organization immediately or he will be suspended and fined by the parent organization. Reason for the agreement is to help AFRA to build its membership rapidly and to become self-sustaining as soon as possible. AFRA dues range from $12 a year for members earning less than $2,000 annually to $100 for those earning more than $50,000 a year, while initiation fees vary from $10 to $25.

Heinz in Michigan

H. J. HEINZ Co., Pittsburgh, on Oct. 18 starts *Adventures of Tommy Thatcher* on six Michigan Network stations, Mondays through Fridays, 4:45-5 p. m. from WXYZ, Detroit, and 5:15-5:30 p. m. on the rest of the network. Maxon Inc., New York, is the agency.

CARLETON E. COVENY, Los Angeles manager of John Blair & Co., station representatives, dealt himself 13 diamonds in a hand of bridge. The deck was made and cut by his opponent. Mrs. Coveny was his partner.

Operettas Orchestrated

COMPLETE orchestrations of the Gilbert and Sullivan operettas have been published by Bass Publishers, 11 W. 42d St., New York. Orchestrations available for radio stations include *The Mikado, H.M.S. Pinafore* and *The Pirates of Penzance* and plans are under way for the printing of *The Gondoliers, Iolanthe, Patience* and *Yeoman of the Guard.*

MARTIN BLOCK, program director, WNEW, New York, and conductor of the station's *Make Believe Ballroom, Sunday Swing Concert* and other programs, has been made chairman of the program board. The board, composed of heads of production, sales and other departments, sits on every new program idea submitted to the station.

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S. E. Adcock, WROL, Knoxville
Herbert Akerberg, CBS, New York City
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Ed. A. Allen, WLVA, Lynchburg
*Campbell Arnoux, WTAR, Norfolk
A. L. Ashby, NBC, New York City
Ralph Atlass, WJJD-WIND, Chicago
Hibbard Ayer, Sears & Ayer, New York

L. H. Bailey, WHAT, Philadelphia
W. A. Bailey, KCKN, Kansas City, Kans.
*Lisle Baker, Jr., WHAS, Louisville
Louis G. Baltimore, WBRE, Wilkes-Barre
*Hope H. Barroll, WFBR, Baltimore
Howard C. Barth, WSYR, Syracuse
*Harold Batchelder, WFBR, Baltimore
*Robert E. Bausman, WIRE, Indianapolis
*Wm. W. Behrman, WBOW, Terre Haute, Ind.
*Edgar T. Bell, KLZ-WKY, Oklahoma City
*John C. Bell, WBRC, Birmingham
H. M. Bess, WNEW, New York City
*Edgar L. Bill, WMBD, Peoria
James E. Bingham, Howard H. Wilson Co., New York City
Walter R. Bishop, WRVA, Richmond, Va.
*J. D. Bloom Jr., WWL, New Orleans
*F. W. Borton, WQAM, Miami
*J. L. Bowden, WKBN, Youngstown, Ohio
Scott Howe Bowen, WIBX, Utica, N. Y.
*John J. Boyle, WJAR, Providence
Quincy A. Brackett, WSPR, Springfield, Mass.
Otis P. Brandt, NBC, New York City
*Hugh J. Brennen, WJAS, Pittsburgh
*K. H. Brennen, KQV, Pittsburgh
*W. C. Bridges, WEBC, Duluth
E. V. Brinckerhoff, E. V. Brinckerhoff & Co., New York City
Gordon P. Brown, WSAY, Rochester
*Ralph R. Brunton, KJBS, San Francisco
D. T. Bryan, WPHR, Richmond, Va.
*M. L. Burbank, WJAR, Providence, R. I.
Jos. A. Burch, WROK, Rockford, Ill.
W. Burk, WEW, St. Louis
Harry C. Butcher, CBS, Washington, D. C.
*Burridge D. Butler, KOY, Phoenix

*John T. Calkins, WESG, Elmira, N. Y.
*Vincent F. Callahan, WWL, New Orleans, La.
Pat Campbell, World Broadcasting System, Los Angeles
*Martin Campbell, WFAA, Dallas
Charles Carlson, WJBM, New Orleans
*H. K. Carpenter, United Broadcasting Corp., Cleveland
Clifford M. Chafey, WEEU, Reading, Pa.
Frank E. Chizzini, NBC, New York City
Henry I. Christal, Edward Petry Co., New York City
*Arthur B. Church, KMBC, Kansas City, Mo.
Frank R. Clarke, WWRL, Woodside, Long Island, N. Y.
*Maurice C. Coleman, WATL, Atlanta
Irving Collin, WHOM, Jersey City
T. H. Comal, KPO, San Francisco
*Robert Convey, KWK, St. Louis
S. H. Cook, WFBL, Syracuse, N. Y.
W. L. Coulson, WHAS, Louisville
*Lester E. Cox, KGBX-WTMV, Springfield, Mo.
Ed. W. Craig, WSM, Nashville
W. F. Craig, WLBC, Muncie, Ind.
*Ed. B. Craney, KGIR, Butte
Lewis M. Crosley, WLW, Cincinnati
C. C. J. Culmer, SESAC, New York

*Walter J. Damm, WTMJ, Milwaukee
Eva L. D'Angelo, WVFW, Brooklyn
A. W. Dannenbaum, Jr., WDAS, Philadelphia
*Don Davis, WHB, Kansas City
Louise DeLea, WJNO, West Palm Beach, Fla.
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*Franklin Doolittle, WDRC, Hartford, Conn.
*Wm. K. Dorman, WCOA, Pensacola, Fla.
John J. Doyle, WJAR, Providence

Thomas N. Eaton, Transradio, New York City
C. Lloyd Egner, NBC, New York City
*Willard C. Egolf, KVOO, Tulsa
*T. C. Ekrem, KVOD, Denver
*Don S. Elias, WWNC, Asheville, N. C.
John Elmer, WCBM, Baltimore
*Mark F. Ethridge, WHAS, Louisville
*Walter C. Evans, KDKA, Pittsburgh
*Carl C. M. Everson, WHKC, Columbus, Ohio

*Wm. A. Fay, WHAM, Rochester, N. Y.
*John E. Fetzer, WKZO, Kalamazoo
J. P. Fishburn, WDBJ, Roanoke, Va.
Richard E. Fishell, WMCA, New York
*Beeman Fisher, WOAI, San Antonio
*H. Dean Fitzer, WDAF, Kansas City, Mo.
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*Wm. C. Gillespie, KTUL, Tulsa
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*John J. Gillin, WOW, Omaha
Benedict Gimbel, WIP, Philadelphia
*Earl J. Glade, KSL, Salt Lake City
*Earle J. Gluck, WSOC, Charlotte, N. C.
Paul F. Godley, WFIL, Philadelphia
*Tom C. Gooch, KRLD, Dallas
*E. J. Gough, Hearst Radio, New York City
Edw. L. Gove., WHK-WCLE, Cleveland
D. G. Graham, KJR-KOMO, Seattle
Gordon Gray, WSJS, Winston-Salem, N. C.
W. B. Greenwald, KWBG, Hutchinson, Kans.
*Sherman D. Gregory, WBZA, Springfield, Mass.
John Griffin, KTUL, Tulsa
S. Guckenheimer, Transradio, Chicago
John G. Gude, CBS, New York City
*T. L. Guernsey, WLBZ, Bangor
*Hugh A. L. Halff, WOAI, San Antonio
George E. Halley, KMBC, Kansas City
Wilbur M. Havens, WMBG, Richmond, Va.
Frank M. Headley, WSGN, Birmingham
Wm. S. Hedges, NBC, New York City
Sheldon B. Hickox, WGY, Schenectady, N. Y.
*Luther L. Hill, KSO-KRNT, Des Moines
John V. L. Hogan, WQXR, New York
*Herb Hollister, KANS, Wichita
John T. Hopkins, WJAX, Jacksonville, Fla.
Bill L. Hoppes, World Broadcasting System, New York City
*Harold V. Hough, WBAP, Fort Worth, Texas
George P. Houston, WCBM, Baltimore
*Jack R. Howard, WMC-WMPS, Memphis
*E. P. Hoyt, KGW-KEX, Portland, Oregon
*Stanley E. Hubbard, KSTP, St. Paul, Minn.
Wm. Hutchinson, WAAF, Chicago

C. M. Jansky, Jansky & Bailey, Washington, D. C.
Wm. K. Jenkins, WRDW, Augusta, Ga.
K. B. Johnson, WCOL, Columbus, Ohio
*Tilford M. Jones, KPRC, Houston
*Ray P. Jordan, WDBJ, Roanoke, Va.

John J. Karol, CBS, New York City
L. Kay, WSB, Atlanta
S. M. Kaye, CBS, New York City
*Geo. F. Kelley, WCSH, Portland, Me.
W. T. Kelly, WCOA, Pensacola, Fla.
A. J. Kendrick, World Broadcasting System, Chicago.
*J. A. Kennedy, WCHS, WPAR, WBLR, Charleston, W. Va.
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*James M. Moroney, WFAA, Dallas
A. H. Morton, WEAF, New York City
C. G. Moss, WKBO, Harrisburg

Joe M. Nassau, WIBG, Glenside, Pa.
George W. Norton, WAVE, Louisville
*John H. Norton, WTAM, Cleveland

*Gene O'Fallon, KFEL, Denver.
W. Porter Ogelsby, WHAT, Philadelphia
Norris L. O'Neil, WSJS, Winston-Salem

R. J. Parker, Kass Tohrner, New York City
John Parkinson, Transradio, New York.
Dailey Parkman, Dailey Parkman & Associates, New York City
*John F. Patt, WGAR, Cleveland
Roger C. Peace, WFBC, Greenville, S. C.
Edward Petry, Edward Petry & Co., New York City
William S. Pote, WMEX, Boston
*C. G. Phillips, KIDO, Boise, Idaho
*D. J. Poynor, WMBH, Joplin, Mo.
*Hugh P. Powell, KGGF, Coffeyville, Kans.
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K. W. Pyle, KFBI, Abilene, Kans.

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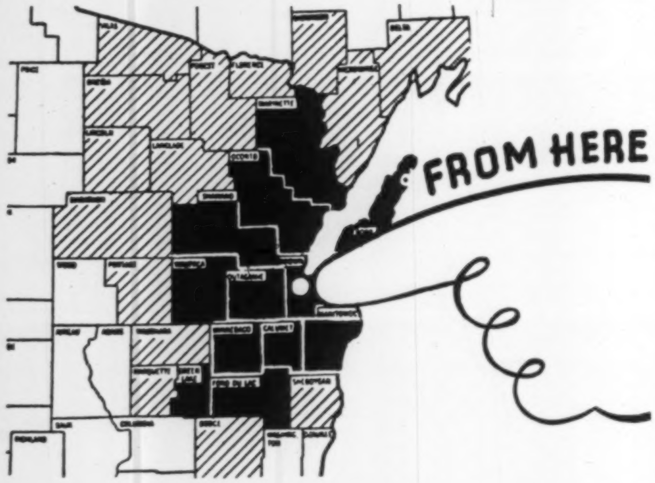

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DETROIT - SAN FRANCISCO

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J. P. Read, WLVA, Lynchburg, Va.
J. H. Ream, WABC, New York City
•Norman Reed, WPG, Atlantic City
•Earle Reineke, WDAY, Fargo, N. D.
•J. L. Reinsch, WHIO, Dayton
W. H. Reuman, WWRL, Woodside, L. I.
•E. Ridge, WBIG, Greensboro, N. C.
•Dale Robertson, WIBX, Utica, N. Y.
R. J. Rockwell, WLW, Cincinnati
Al Rose, WMCA, New York City
•S. R. Rosenbaum, WFIL, Philadelphia
M. F. Rubin, WPAY, Portsmouth, O.
N. C. Ruddell, WJMS, Ironwood, Mich.
•M. R. Runyon, CBS, New York City
F. M. Russell, NBC, Washington, D. C.
Frank Ryan, CKLW, Detroit
•John H. Ryan, WSPD, WWVA, WMMN, Toledo

Elliot M. Sanger, WQXR, New York
Stanley M. Schulte, WLAW, Lawrence, Mass.
•Wm. J. Scripps, WWJ, Detroit
Don Searle, WIBW, KMMJ, Topeka
•Harry Sedgwick, CFRB, Toronto, Ont.
•C. Richard Shafto, WIS, Columbia, S. C.
•J. Shepard III, Yankee Network, Boston, Mass.
•Alex Sherwood, Chicago
•Howard A. Shuman, KTHS, WHBB, Hot Springs, Ark.
Edgar P. Shutz, WIL, St. Louis
•Allen Simmons, WADC, Akron
Calvin J. Smith, KFAC, Los Angeles
•Harold A. Smith, WOKO, WABY, Albany, N. Y.
Karl A. Smith, KGHL, Billings, Mont.
Porter J. Smith, KTHS, WHBB, Selma, Ala.
•Vernon H. Smith, WREN, Lawrence, Kan.
•Glenn Snyder, WLS, Chicago
Edwin M. Spence, WBAL, Baltimore
•Harry R. Spence, KXRO, Aberdeen, Wash.
•Stewart Sprague, KSFO, San Francisco
Burt Squire, WINS, New York City
Pat. J. Stanton, WDAS, Philadelphia
J. Hale Steinman, WGAL, Lancaster, Pa.
Jack Stewart, WFIL, Philadelphia
Harry Stone, WSM, Nashville
•John J. Storey, WTAG, Worcester
•Ted C. Streibert, WOR, New York City
Dan C. Studin, Star Radio Programs, New York City
•T. W. Symons, KXL, Portland, Ore.

•O. L. Taylor, KGNC, Amarillo, Tex.
Hugh B. Terry, KVOR, Colorado Springs, Col.
•Lloyd C. Thomas, WROK, Rockford, Ill.
•Norman Thomas, WDOD, Chattanooga, Tenn.
•Robert M. Thompson, KQV, Pittsburgh
Roy Thompson, WFBG, Altoona, Pa.
•Geo. R. Torge, WBEN, Buffalo
Niles Trammell, WMAQ, Chicago
J. C. Tully, WJAC, Johnstown, Pa.
•Edgar H. Twamley, WBEN, Buffalo

C. H. Venner, KGMB, Honolulu

•James A. Wagner, WHBY, WTAQ, Green Bay, Wis.
Lee B. Wailes, KGO, San Francisco
•T. J. Ward, WLAC, Nashville
E. N. Warner, KLS, Oakland, Cal.
G. S. Wasser, Furgason & Co., New York City
Lorin L. Watson, Associated Music Pub., New York City
•Fred Weber, WGN, CKLW, Chicago
•Jonas Weiland, WFTC, Kingston, N. C.
•Lewis Allen Weiss, Don Lee Network, San Francisco
•Philip Weiss, WSYB, Rutland, Vt.
Ralph C. Wentworth, Langlois & Wentworth, New York City
•Harold M. Wheelahan, WSMB, New Orleans
•Clarence Wheeler, WHEC, Rochester, N. Y.
Ray B. White, WAWZ-KPOF, Zarephath, N. J.
•Harry C. Wilder, WJTN, Jamestown, N. Y.
•W. P. Williamson, WKBN, Youngstown, O.
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KSTP
25,000 WATTS
OFFERS
LIFELIKE RECEPTION
•
NEW TRANSMITTER
•
INCREASED COVERAGE
•
BASIC RED NETWORK
MINNEAPOLIS SAINT PAUL

HIS HOBBY TROPHY—Boys have been the hobby of Leo Fitzpatrick, vice-president and general manager of WJR, Detroit, for many years. While it isn't generally known, he has a dozen youngsters attending the University of Michigan on scholarships he donated. Here is the former NAB president presenting a cup to Detroit Police Commissioner Henrich Pickert to be given to the outstanding Boy Scout troop of 16, sponsored by the Police Department.

PEGGY MEYERS, 20, is said to be the first full time woman staff announcer with a Canadian station. She started recently on CHML, Hamilton, Ont.

•L. B. Wilson, WCKY, Covington, Ky.
•Earl W. Winger, WDOD, Chattanooga
•Donald Withycomb, WFIL, Philadelphia
•Harvey Wixsom, KHQ, KGA, Spokane, Wash.
•J. W. Woodruff, Jr., WRBL, Columbus, Ga.
Mark Woods, WEAF, New York City
Sam Woodworth, WFBL, Syracuse, N. Y.
•Hoyt B. Wooten, WREC, WHBQ, Memphis
W. Avera Wynne, WEED, Rocky Mount, N. C.
G. W. Young, WDGY, Minneapolis, Minn.

OTHER FELLOWS' VIEWPOINT

Glad to Help!

EDITOR, BROADCASTING:

Your cartoons [by Sid Hix] entitled *Here's Where the President's Wife Began to Sing on the Company's Radio Program* and *No, the Radio Audience Doesn't Care How She Dresses, But the Sponsor Likes It*, did just what I hoped they would do last night.

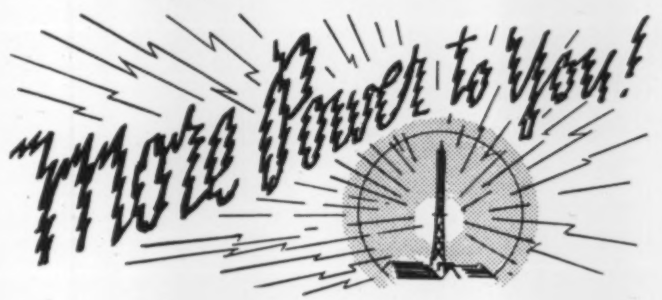
One of our sponsors was putting too many foreign fingers in the production of his show and when he was shown these two cartoons he saw our point—and with a smile.

EUGENE S. THOMAS,
Assistant Sales Manager,
WOR, Newark.

Sept. 30, 1937.

Radio Degree

GRANTING of a degree of Bachelor of Broadcasting by leading colleges and universities within the next few years is predicted by Ralph Rogers, director of radio courses at Boston University, author of *Do's and Dont's of Radio Writing*. He takes the position that broadcasting offers a good field for college-trained men and that training for the profession can be given by institutions of higher learning.


More Power to You!

Now WABY, Blue Network outlet for the country's prize marketing area, blasts its daytime entertainment and selling message with *more power*—stepped up to 250 watts, effective Oct. 19th! Ride it.

★

In the Heart of "The State That Has Everything"

Harold E. Smith, *General Manager*

★ WABY ★

STATION W•A•B•Y--ALBANY, N. Y.

Out Here In Chicago . . .

• *Some Random Thoughts, Most of Which Concern WGES, WCBD, WSBC, Chicago and WEMP, Milwaukee*

By GENE T. DYER

TWO BILLION: We mentioned the vast negro market in Chicago (250,000 population) in a recent column. So much interest resulted from the statement that WSBC alone has served this huge audience for ten years, we amplify thus: The negro in America spends TWO BILLION Dollars annually, is far more gainfully employed than whites per family, three times more gainfully employed women than whites—responsive beyond any other class or nationality to their own programs. Get the success story of WSBC with this tremendous negro market.

* * * *

GLAD: A renewal we're proud of on WCBD, Carnation Milk.

* * * *

KEEPING AT IT: Local Loan Company of Chicago completed its 844th program over WGES the other day—which is a Chicago record of consistency for that swell outfit.

* * * *

LEST YOU FORGET: WGES is FIRST in local accounts in Chicago —has been for five years! WSBC is Chicago's most outstanding 100-250 watter—more business than any other! In proportion to time on the air, WCBD is far out in front in local and territorial business! WEMP is first in local accounts in Milwaukee! Our offer to correct these statements publicly if we're wrong always holds.

* * * *

NO PROGRAMS TODAY— IT'S A HOLIDAY

COMPARE: The suspending of publication of many newspapers on a recent holiday gave us a good idea of how easily we could get along without them. What a terrific howl would go up if radio stations would shut down on days when the "commercials" are a bit low! (The writer spent 12 years as a newspaper editor, mind you.)

* * * *

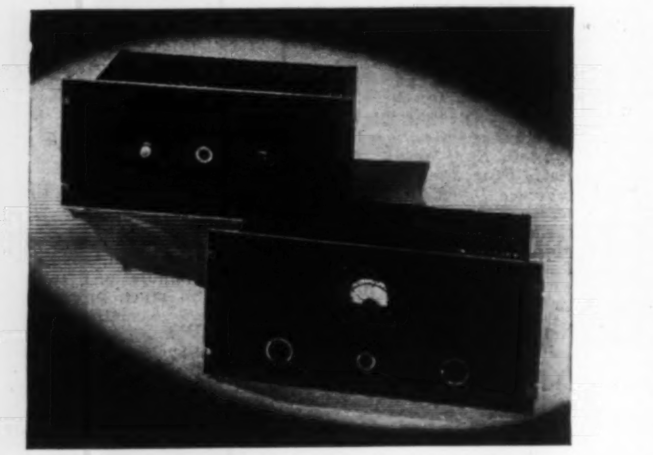
WANT ONE? Field intensity measurement showing WCBD's model coverage are on the press. You fellows with 5,000 watters may want one to see what we've done. Yours for asking. .

* * * *

AGENCY SLANT: After a listener survey in ten Eastern and Middle West cities, an agency signed our contract first with the comment, "You've got them all licked for audience and merchandising sense."

Gene T. Dyer

XUM



STUDIO MONITORING AMPLIFIER

The UTC model 7A-8A studio amplifier has been designed for audition and monitoring service, or for home radio service, where the absolute maximum in fidelity is desirable. It is also suitable for driver service for 100W. or 250W. broadcast stations.

Three push pull stages are used, all transformer coupled. The first two stages employ 605 or 606 triode tubes. The output stage can be arranged for either 2A3 or 300A tubes. The power output is 15W. The gain is 85 DB with noise level 60 DB weighted below maximum output. The frequency response is uniform from 30 to 14,000 cycles. The input transformer used has primary impedances of 50, 125, 200, 250, and 500 ohms. The output transformer can be altered to suit the particular requirements of the user. Standard transformers are available for driver service, for impedances up to 6,000 ohms, simultaneously with the voice coil windings.

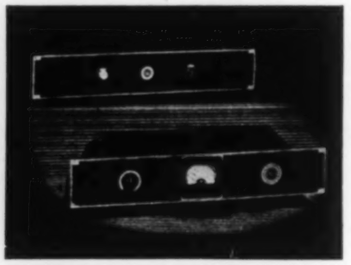
A meter and switch is provided on the audio panel to check the plate current of the first stage, second stage and the individual tubes in the output stage. A control is provided in the output stage to balance the plate current of the output tubes. This is extremely important in high power output stages to effect a minimum of hum and distortion. The power supply panel incorporates a readily replaceable pilot light and fuse. These units are finished in the UTC attractive etched metal panels with dimensions 8¾" x 19". The model 7A-8A unit is supplied complete, wired and calibrated.

Net $160.00

EQUALIZER

MODEL 3A—The UTC universal equalizer will equalize telephone lines, recording systems, pickups and cutters, microphones and all other broadcast equipment. It is accurately calibrated and quickly adjustable for both low and high frequency equalization. Low frequency controls permit maximum equalization at 25, 50 or 100 cycles with zero to 25 DB control. The high frequency end permits maximum equalization at 4000, 6000, 8000, or 10,000 cycles with zero to 25 DB control.

Net price to broadcast stations and recording studios $85.00



STUDIO PRE-AMPLIFIER

The UTC 5A-6A pre-amplifier is designed to the best broadcast standards for studio service. Input coils are hum-balanced and in addition have quadruple alloy shields. The hum level is practically negligible due to extremely fine filtering in the power supply. The noise level is 60 DB weighted below the maximum output of plus 7 DB. The frequency response is uniform from 30-to-14000 cycles.

Input and output connections will accommodate 50, 125, 200, 250 or 500 ohm lines. The audio amplifier is arranged so that either 1, 2, 3, or 4 stages can be used with respective gains of 25, 50, 73, or 95 DB. Etched panels are used, having dimensions 3½ x 19. This unit is supplied, wired, and calibrated.

Net $125.00

UNITED
TRANSFORMER CORP.

72 SPRING STREET NEW YORK, N. Y.

Quick Action

THE Brady Gang were killed in Bangor, Me., in a gun fight with G-men at 8:30 a. m., Oct. 12. That evening at 8, WABI carried a half-hour program dramatizing the activities of the gang. Script was written by R. M. Wallace and Maurice Dolbier within four hours' time, rehearsed by the cast once and produced without a flaw.

Lutheran Hour Resumes On 46-Station Network

THE *Lutheran Hour*, Sunday afternoon religious broadcast featuring Dr. Walter A. Maier, theologian, will start Oct. 24 on 46 stations, largest network to carry the program since it began in 1930. The series is keyed to MBS from KFUO, Concordia Seminary, St. Louis, and includes the Don Lee and Oklahoma networks. Handling the account again is Kelly, Stuhlman & Zahrndt Inc., the sponsor being the Lutheran Laymen's League, cooperating with Lutheran International Walther League. Stations are:

WNAC WEAN WINS WFIL WBAL WRVA WCAE WKBW WHK WHKC WSAI CKLW WOWO WIRE WSM WCFL WISN KSTP KFYR WMT KSO KFAB WHB KWK KTOK KCRC KGFF KBIX KADA KVSO WBBZ KASA KFEL WRR KTAT KHJ KFXM KVOK KGB KXO KDB KPMC KDOX KGIM KFRC.

MPPA Deal Pending

NEW CONTRACT designed to effect an agreement between the Music Publishers' Protective Association, New York, and the Songwriters' Protective Association, may go through by Oct. 20, according to Harry Fox, general manager of the MPPA. Negotiations for licensing stations to record programs off the air have been postponed until after the settlement of the musicians' demands. Check-up by the MPPA is said to show that many stations make a practice of transcribing programs off the air without license.

Katro-Lek on MBS

KATRO-LEK LABS., Boston (Katro-Balsam) on Oct. 17 starts *Polish Melodies* on 11 MBS stations, Sundays, 12:15-12:30 p. m., 52 weeks, placed through Chambers & Wiswell Inc., Boston.

NORFOLK - VIRGINIA
National Representative - EDWARD PETRY & CO.

W
T
A
R

VIRGINIA'S OLDEST BROADCASTER

Examiner Against Cleveland Quest

Berry Recommends FCC Deny Warner-Transamerican Unit

DENIAL of the application of Great Lakes Broadcasting Corp., a new corporation controlled by Transamerican Broadcasting & Television Corp., which in turn is a Warner Bros. affiliate, was recommended to the FCC Broadcast Division Oct. 13 by Examiner Tyler Berry.

Finding that the applicant was legally qualified and proposed to employ an adequate and qualified staff, the examiner, however, held that the evidence does not show the company is "financially qualified to construct and operate the proposed station". A sum not to exceed $100,000, it had been brought out, would be advanced through Warner Bros. by way of Transamerican, but only $10,000 had been advanced by the latter, and the Great Lakes' financial statement showed cash on hand of $5,561.47.

Examiner Berry held further that the evidence shows that the primary purpose of Transamerican in furnishing the necessary funds for the proposed station "is to establish for said agency an advertising outlet, so that said agency may receive commissions from the proposed station, if established, on business it may furnish. Said purpose is private, whereas the Communications Act contemplates that 'public interest, convenience or necessity' only shall require the issuance of a construction permit."

Warner Bros., said the report, holds about 69% of the stock of Transamerican. The report stated that the original incorporators of Great Lakes were Peter E. Klein, M. Ellert and E. R. Courtland, the latter two secretaries in the office of Mr. Klein, an attorney. "It was testified that in drafting the charter," he said, "the purpose was to provide the minimum sum with which the company could begin business in order to keep the corporate fees at a minimum and that the use of dummy incorporators was a custom resorted to in Ohio—and that, after the charter is returned by the Secretary of State, the parties interested then proceed to hold regular meetings, and make amendments as occasions require."

Mr. Berry stated also that under its contract with Transamerican, Great Lakes proposes to furnish its facilities to Transamerican at 70% of the net card rates. "According to the evidence", the report continued, "the Transamerican has a similar agreement with all of the stations they represent."

In his conclusions, the examiner said the evidence does not show a "substantial need for the additional service proposed by the applicant as the service proposed does not differ materially from the service now being rendered by the stations serving the area involved." The applicant sought an unlimited time assignment on 1270 kc. with 1,000 watts night and 5,000 watts local sunset.

CHARLES VANDA, CBS Pacific Coast production manager, is in New York for three weeks, conferring with eastern executives on west coast production and is expected to return to his Hollywood headquarters Nov. 1.

BIG BASS—Dick Shafto (left) WIS, Columbia, S. C., pulled in this 34 pound channel bass Oct. 4 at Ocracoke Island, N. C. The rest of the party also found the angling full of excitement, the first morning yielding six bass weighing 144 pounds, C. F. Hundley, sales manager of Genesee Brewing Co., Boston, getting the largest, a 36-pounder. In the party are (left to right): Paul Remlinger, sales manager Seagrams Distillers, Hartford; Harry A. Peters, Chicago, father of H. Preston Peters of the Free & Peters firm; Shafto; Hundley; H. Preston Peters.

ASCAP PUBLISHES NEW HOUSE ORGAN

ASCAP this month published Number One, Volume One of the *ASCAP Journal*, designed to propagandize the ideals, aims and problems of the organization. Released on a free basis to radio licensees, ASCAP members, trade publications and affiliated societies, the new publication contains a large amount of statistical data designed to show that ASCAP is ill-treated by users of music, primarily radio broadcasters. In an editorial message, Gene Buck, ASCAP president writes:

"It is truly a sad commentary and somewhat fantastic that some of the users of music, who without our works could not possibly operate or enjoy tremendous revenue, are loaded with larceny and have deliberately violated our rights and throughout the years have attempted, through lies and propaganda, to legalize piracy in their attempt to change the Federal Copyright laws in Washington, D. C., and in numerous states throughout the country for their selfish interests."

Walter Winchell, featured in the same issue, says: " . . . radio was doing $412,000,000 worth of business annually [Sic!] and approximately 75% of radio time was devoted to the performance of music."

The publication carries a piechart showing that 62% of ASCAP's dollars are derived from radio broadcasting.

John G. Paine, General Manager of ASCAP, told BROADCASTING that the new house organ would be issued probably four to six times a year. He said it was one of a series of services intended to build a closer relationship between ASCAP and others with whom it has affiliation or dealings.

Townsend in Indiana

TOWNSEND National Weekly, Chicago, plans to start quarter-hour transcriptions on five Indiana stations Oct. 24 or Oct. 31. Transcribed talks of Mr. Townsend, which will be broadcast Sundays, will probably be expanded to other sections gradually.

Aurora Laboratories

AURORA LABORATORIES Inc., Chicago (Clear-Again cold remedy), on Oct 15 will start *Bob Elson's Sports Review* on WGN, Mondays, Wednesdays and Fridays at 6:15-6:30 p. m.; a quarter-hour Sunday show on WLW, starting Oct. 17; and a quarter-hour daily except Sunday in the *Musical Clock* on WBZ-WBZA, starting Oct. 18. Aubrey, Moore & Wallace Inc., Chicago, is agency.

WALGREEN DEBUT
Opening of Store in Miami With Record Series

WHEN Walgreen's opened its new million-dollar drug store in Miami Oct. 2, WIOD's new pack transmitter was kept working overtime. In fact, it is believed the seven broadcasts from the new store during the day, set an all-time high record for this type of broadcast. Festivities—and broadcasts—began with Miami's leading clubwomen as guests of Walgreen officials in a tour of the new store. Announcer Bill Pennell, pack transmitter strapped to his back, was on hand giving descriptions and interviewing the guests and store officials in two broadcasts during the day. Efficiency of this type of broadcast was demonstrated the following day when Pennell took the pack transmitter through every department of the five-story plant. The program came through without interruption even when broadcasting from within the enclosed refrigeration room. Eleven remote broadcasts and numerous spots were used during the three-day campaign.

New Chicago Agency

PHIL W. TOBIAS, formerly account executive at Gardner Advertising Agency, St. Louis, has formed his own agency, Phil W. Tobias & Associates, at 612 N. Michigan Ave., Chicago. Radio may be used to promote some poultry accounts handled by the new firm.

GEE. COL. SPRINGS! DID YOU BUY OUT THAT STORE?
NOPE! JUST MY USUAL PURCHASE!
DRUGS

● Drug store sales are greater in Colorado Springs than in 152 larger cities. Per capita drug sales are three times the national average. Sell to this A-1 drug market through its favorite station.

KVOR
1000 WATTS . . FULL TIME
Colorado Springs
PROGRAMS OF THE COLUMBIA BROADCASTING SYSTEM

We've Just Got to Shout!

"BROADCASTING" reported in its September 15 issue that Foley & Co., out of Lauesen & Salomon, Chicago, would carry 15-minute spot shows on three stations and here they are—

WLW
CINCINNATI

WLS
CHICAGO

WWVA
WHEELING

In our last "BROADCASTING" ad. we presented an imposing list of "Fast Company", and by fast company we referred to some of our 1937-38 accounts. This time we're still on the subject of "Fast Company", but referring to brother broadcasters. We just can't help but sense a lot of merit on our side when Foley & Company and their Chicago agency chose WWVA along with WLW and WLS to feature 15-minute spot shows for this season, and we're not by any means trying to ride in on our worthy brethren's reputation, but just the same we enjoy their company! May we say—

There MUST Be a Reason!

National Representatives
JOHN BLAIR & CO.
NEW YORK . . . CHICAGO
DETROIT . . SAN FRANCISCO

Columbia Station

5,000 WATTS
WWVA
1160 KILOCYCLES

McNinch Abolishes Divisions of FCC

Three Directors Are Eliminated in New Order

(*Continued from page 16*)

mail investigations. He is said to be related to the Justice. Mr. Bartley, perhaps the most active of the three directors, is a nephew of Rep. Sam Rayburn (D.-Tex.), House majority leader. Mr. Killeen is a former New York newspaperman, and prior to his appointment as director, had been mentioned for appointment on the FCC.

Mr. McNinch emphasized that the Commission would not abolish the divisions simply to reduce the personnel and get at the directors. Asked whether there would be other reductions in personnel, the chairman stated he contemplated none and that he has the general "impression" that the Commission may be understaffed rather than overstaffed.

He said there would be no vice-chairman under the one-division set-up but that he would designate a commissioner as acting chairman when absent. Whether the elimination of divisions will mean the elimination of the titles of assistant chief engineers and assistants general counsel for the three divisions, he was not prepared to say. It was evident, however, that there is no thought of dispensing with the personnel in these assignments, as was done in the case of the directors.

Reporters repeatedly questioned the chairman as to his views on reports of unsavory and political actions within the FCC, which were asked at the first press conference. He said he had not made any inquiries as yet, though he has worked 12 to 15 hours a day. No members of Congress are attempting to "influence" the Commission in its new policies, he retorted in reply to another inquiry. He would not say he had not heard that members of Congress and officials of all kinds and character and of both political parties had written, phoned and otherwise communicated with the Commission on certain matters, but said he knew of no instances of attempting to influence decisions. When questions of a routine nature, pertaining to the status of cases or applications or similar data, are asked, he added, they are not improper.

"No one inside or outside of Congress has attempted to influence me in the least," he declared. "I hope they don't do so except on factual, legitimate grounds."

Six of the seven members of the FCC were present at the conference, Commissioner Thad Brown being absent. It is the evident purpose of the reorganized FCC to release all publicity through the chairman, and probably at regular press conferences, and in that manner put an end to "rumor" stories and to "leaks."

* * *

A Public Utility

The new chairman's classification of broadcasting as a "public utility" during his initial press conference of Oct. 2, was made with the reservation that his views were subject to revision. He declared he had an "open mind" on all matters relating to the FCC, but that he had formulated certain ideas based upon his study of the Communications Act.

Mr. McNinch talked to some 40 assembled newsmen for nearly an hour at his first press conference. Practically every controversial question involving broadcasting was raised—newspaper ownership, trafficking in licenses, rate regulation, superpower, alleged monopoly, franchise taxes and the past record of the FCC. On only two or three of the issues did he make direct comments; on others he said simply he had not had sufficient time to inquire into them.

The press conference took place Oct. 2, the day following his induction into office. Previously, the President had accepted Mr. McNinch's resignation from the Power Commission, but with the understanding that he would return to it after fulfilling his mission at the FCC. The Power Commission chairmanship, it was indicated, will be kept vacant for Mr. McNinch. How long he plans to remain at the FCC appears uncertain, but it is confidently expected he will be there at least six months and possibly a year. He was appointed to fill the unexpired term of the late Chairman Anning S. Prall, which is for five years from July 1, 1937.

Mr. McNinch described broadcasting as a "public utility," but not a common carrier like the telephone and telegraph companies and the railroads. Pointing out that the Communications Act does not permit rate regulation, he said he questioned "the wisdom of a policy that would forever free from regulatory control any public utility." Therefore, he asserted, it might be advisable for the FCC to recommend to Congress that the law be amended to make possible such rate fixing authority by the Commission. Declaring at the outset that he regarded broadcasting as a public utility subject to regulation, the new chairman said that regulation to him does not mean "strangulation" but that it does mean regulation by the Commission "and not being regulated by the industry or anybody else." Continuing his discussion on rate regulation, he said:

"The statute forbids that. I am not certain that subsequent legislation should not provide for some measure of control of charges by radio just as the statute does provide for control of interstate charges made by telephone and telegraph. Saying that, I am adverting to the definition in the statute that telephone and telegraph are common carriers and that radio is not a common carrier, but it is not necessary in law that an industry be a common carrier to be subject to regulation.

"I have read in the press now and then some statements about amounts of money supposed to have been made by this, that or another broadcasting organization. I know nothing about them. However, I have no hesitancy in saying that, while the statute does not now provide for regulation of broadcasting charges, I question the wisdom of a policy which would leave forever free from regulatory control the charges made by any public utility."

No Vested Right

The Act, Mr. McNinch continused, makes it perfectly clear that there can be no vested right in the use of radio frequencies. "I shall do what I can within the statute to prevent or break up anything, if there has been anything, of what is commonly known as trafficking in licenses," he said. Elucidating, he said he understood that under the statute the licensee has nothing to sell except the physical property which belong to him. "This seems clear from the provisions of the law against vesting any rights in the use of frequencies and the expressed waiver of license of any such claim and the further provisions forbidding transfers, either voluntary or involuntary, except with the consent of the Commis-

FIRST in

- SHOWMANSHIP
- SPORTS BROADCASTS
- LOCAL PROGRAMS
- SELECTED NBC FEATURES
- NEWSPAPER PUBLICITY

Here are FIVE big reasons why Birmingham "Home Folks" keep their dials tuned steadily to WSGN . . . day and night!

WSGN

THE NEWS
AGE-HERALD
STATION
in
Birmingham
1310 KC.

AFFILIATED WITH
NBC BLUE NETWORK

WDBJ 5000 WATTS (DAY) 1000 WATTS (NIGHT)

THE PEOPLE OF ROANOKE
AND SOUTHWEST VIRGINIA

LOOK to WDBJ for the best in Columbia Network and local entertainment, and special features. They are receptive to your advertising messages.

Progressive merchants and manufacturers are reaching this *rich market* through WDBJ—the only Network Station in the Western portion of Virginia.

Representatives

CHICAGO
Sears & Ayres

NEW YORK
Craig & Hollingbery

WDBJ *in the heart of a great* TRADING AREA
ROANOKE, VIRGINIA
MEMBER OF THE COLUMBIA BROADCASTING SYSTEM

WWL
NEW ORLEANS
LOUISIANA'S
most powerful
station
★
850 KC 10,000 WATTS
★
affiliated
C.B.S.

RADIO'S BIG BUY
The Central Station—WHO—Des Moines
ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MIDWEST
CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

sion. One can sell only that to which he has title, either absolute or qualified."

"There can be no good will to pass on to another," he said, "it seems to me when a license is issued for the limited term of six months and with no legal right to renewal and can be renewed or transferred only by written permission of the Commission and when furthermore the statute specifically forbids vested rights, within which term good will might be thought by some to come. I shall be interested to know, as licenses come before the Commission for action, what is the actual, legitimate cost or value of the equipment that would follow with the transfer of a license. In my opinion by reason of various statutory provisions the legal maxim, *caveat emptor*, 'let the buyer beware', has even more than usual significance because the buyer is put on notice by the statute that there is nothing he can purchase except physical property if the Commission is willing for the license to be transferred."

Asked regarding "going concern" value, Mr. McNinch said he would not try to answer the question categorically as he was not familiar with all the provisions of the statute. But, he added, "going concern" is a somewhat different thing than "good will." He added: "The latter implies, in part, the legal right to sell the continued use of a good name, carrying with it the good will of customers or the public, while 'going concern' may, for illustration, include the legitimate expense of organizing a business and getting it going. However, I reserve completely my opinion on this question."

Newspaper Ownership

Asked regarding his views on newspaper ownership of stations, particularly in the light of recent legislative demands for their separation, Mr. McNinch said he had none at present. He added, however, that he regarded it as "one of the important policy problems to be thought through and either determined by the Commission or presented to Congress with recommendations, if any, as the Commission may see fit to make for determination."

He said his own views were opposed to monopoly and that the statute prohibits monopoly. "I am not now sufficiently informed to know whether there may be rare situations in which a limited monopoly may or may not be able to serve the public interest better and more economically," he said. "I want to think more about this."

Responding to further questions, Mr. McNinch said he had no views one way or the other on the so-called superpower issue involving WLW and that in his opinion there was no difference between local and national monopoly. Similarly, he said he had "no feeling" on network ownership of stations and that he had given no thought to government ownership.

"While there has been considerably more in the press about radio than telephone and telegraph," he said, "I shall not permit my entire time to be completely absorbed in any one particular phase of this Commission's work. Telephone and telegraph affect universally and very materially both the social and economic welfare of our people. I shall take active interest in both of these industries and if there appear to be things existing there not in the public interest I shall go directly into them and assist the Commission in such way as I can in their correction."

No Secrets at FCC

In reply to inquiries on license fees to be assessed against stations, Mr. McNinch declared the statute absolutely forbids the Commission from doing this. He added, however, that if the Commission had the authority "it would regulate the earnings by regulating the charges."

Mr. McNinch said he had no views on assessment of license fees to defray the cost of federal administration of radio and of carriers subject to its jurisdiction. He said he had not "thought that through" and that he had not formed any opinion on any sort of tax for broadcasters. On this whole subject, he said that he hoped that by the next session of Congress he would know more about the situation than now. Declaring he had "tentative views," he said these were held in reserve until he knew more about the situation and exchanged views with his colleagues.

"My work has been in the electric power field," he declared. "I am approaching my work with an open mind, desiring to hear and receive impressions and views of others who may be able to help me."

There will be "no secrets" while he is chairman, Mr. McNinch said. He added he held to the doctrine of Thomas Jefferson that when a man accepts a public trust he should consider himself "public property."

"I am not here to do anything for anybody," he said. "I shall make such investigations as appear to be necessary to enable me to ascertain what may have been done, but which may not be beyond the power of correction. I am not going to spend my time in graveyards, listening to ghosts. I have a real job as I view it. I face the future but I shall not neglect the past if it appears to me that the past may be a lamp to guide my feet. There will be no covering up of anything by me. I care not how high or how low it goes. I would not have accepted the job had I not been given a completely free hand to do what I think is right. My judgment and my conscience are going to be my only guides. As a member of an independent Commission, created by the Congress, I gladly recognize my responsibility to the Congress. Beyond that I have no boss except the public. I have been serving that public for some years and, if you know anything about my course on the Power Commission, you may guess fairly accurately what my course here may be."

Mr. McNinch said he would make some investigations of his own about the Commission but that these would not be anything "spectacular or formal." As to a Congressional investigation, he said that is a matter for Congress to determine rather than the Commission. He declared he did not have in mind any immediate changes in personnel, and when asked regarding his statement that nothing would be "covered up," asserted that he did not know that there has been anything at the FCC "that would not stand the white light of publicity if the facts were known." But he added:

"However, I think all of us are familiar with the saying that where there is a lot of smoke at least there may be a little fire. And I am a Bible reader, incidentally, the greatest piece of literature on earth. And one of the things I recall that the Great Preacher in Proverbs said, is: *Where there is no wood the fire goeth out; where there is no talebearer the strife ceaseth.*" I shall not put any wood on the fire. I shall try to dissuade any other who might be so inclined, for if there has been any fire, let's put it out."

Regarding procedure on transfers of licenses, Mr. McNinch said he did not know what the present procedure is but that he would not suggest any delay which would "visit injustice upon anyone."

At the outset of the initial press conference, Mr. McNinch made public a letter from President Roosevelt dated Sept. 17—three days before the Power Commission chairman first announced he would join the FCC. Addressed to "My dear Frank," the President expressed the hope and belief that Mr. McNinch's new associates would give him the necessary support and cooperation.

Letter From Mr. Roosevelt

The President's letter read as follows:

"As you go to your new assignment as Chairman of the Federal

(*Continued on page 85*)

Series Audience

AN AVERAGE OF one out of every four radio homes listened each day to the World Series broadcasts from Wednesday, Oct. 6, through Saturday, Oct. 9, according to a study made by the Cooperative Analysis of Broadcasting. The high figure was 27% for Wednesday and Saturday, with a drop to 20% on Friday. In the 1935 Detroit-Chicago Series, the average size of the audience for four week-days was about 32%.

Power for the job!
10,000 watts
Clear channel for coverage! 1060 kc.
New showmanship!

KTHS
Hot Springs, Arkansas
NBC Red and Blue

IN MONTANA WE BRAND CATTLE, SO WHY NOT NET-WORKS?
HELENA
Montana's Capitol City
KPFA
C-D
Z NET MONTANA
MONTANA'S RADIO NET-WORK
Z NET
(Pronounced Z BAR NET)
BUTTE
KGIR
Montana's Largest City
Z NET
BOX 1956
BUTTE, MONTANA
E. Lochrie

NAB Votes Sweeping Reorganization

Paid President to Be Selected by Committee

(*Continued From Page 12*)

BACK AGAIN—Because the NAB convention this time was open to all, Dr. Leon Levy (left) and his brother Isaac D. Levy (second from left) attended despite the withdrawal of their WCAU from the NAB at the Chicago convention two years ago. Here they are shown by our cameraman in earnest confab with Stanley Hubbard, KSTP (with pipe), who urged them to rejoin in a speech, and Benedict Gimbel Jr., WIP.

of collecting all legal data pertaining to broadcasting and copyright, transcripts of testimony on state and federal bills, briefs, etc., and become a central depositary for all legal information on the subject of broadcasting.

"4. *Economics.* This division would collect and make available all statistical information such as the business index; cooperate closely with the commercial committee of the Association, and through that committee with statistical departments of other Associations such as the ANA and AAAA, collect and publish information on sales, rates, sales costs, standardization of contracts and rate cards, and such other services as may be assigned to it from time to time.

"5. *Information and Library.* This division would collect all available publications on the subject of broadcasting with a view that the National Association of Broadcasters will possess the most complete library of radio information in the United States. It would also have charge of preparing publicity releases and would assist in the preparation of bulletins. It would invite inquiries from the Congress, State Legislators, educational institutions, students, speakers, and the general public on the general subject of broadcasting.

"At the outset it may be advisable to combine two or more of these divisions into one, or it may be found advisable to create additional divisions. It should be kept in mind that the purpose of getting such divisions started at this time is to provide an efficient and experienced staff which will actually be in existence and functioning at the time of the regular meeting. In other words, these divisions, organized and staffed, and familiar with the administrative work of the Association and its standing committees, would constitute a necessary framework upon which the superstructure of the association would be erected.

"It should be made clear that these divisions are administrative or working divisions, concerned with routine and not with policy-making matters. To meet such needs as may be raised by important specific questions of policy, provision should be made to give the officers and directors of the Association authority to retain expert legal, engineering and other counsel, from time to time. For example, in a tax matter, the board should have authority to consult the best tax expert in the country; on copyright matters, the best copyright expert, etc. The Board, acting in conjunction with the legislative committee, should have power to appoint the best possible legislative counsel to deal with specific legislative proposals. These appointments may be temporary or permanent, depending upon the requirements of the specific task to be performed."

Bureau of Copyrights

Separation of the NAB Bureau of Copyrights from the NAB, so that it must function on its own, was ordered by the special convention as part of the Craig resolution. This Bureau, which was created to build up a library of public domain music, transcribed, with the objective of tiding the industry over in the event of another ASCAP crisis, has been one of the main projects of Mr. Baldwin. Thus far, 20 hours of music have been transcribed, with the library offered to station members on a cost basis, and with a goal of 100 hours. Some $50,000 of NAB funds, it was disclosed, have been invested in this project up to this time.

The specific action was that the Bureau be divorced from the Association and be required to function henceforth as a separate and private business enterprise, the Association, however, to continue stock ownership in it to the extent of control and with the Board authorized by majority vote from time to time to appropriate funds of the NAB for further support "but only if and to the extent that a real need for such support develops and upon a clear showing by the Bureau of the nature and extent of such need."

In explaining this proposal prior to its adoption, Mr. Craig said that while the NAB Bureau is a separate corporation, it nevertheless functions at the NAB headquarters in Washington and makes use of the NAB personnel, finances and facilities.

"There is now a widespread feeling among the members," he said, "that the Bureau is ready to proceed on its own feet and that it will make better progress as an independent organization; in other words, that the period during which the Association willingly gave liberal support to the Bureau is now over, and that with its present public domain library and transcribed selections, the Bureau will go forward more rapidly if it must look to its own work to produce revenue to meet its expenses instead of being dependent upon the Association for such revenue. These members believe that the funds of the Association must henceforth be devoted to the general work of the Association and cannot be further diverted to the purpose of the Bureau.

"In order that the benefit of the pioneering work heretofore done may not be lost, it is hoped that the Bureau will devote more effort to a vigorous promotion and sales program for the service which the Bureau has to offer. Members of the Association are urged to support it by purchase of the library as insurance against future withdrawals of licenses by any licensing organization. To meet the case where a real need develops at any time in the future for support of the Bureau by the Association, it is suggested that the Board of Directors be given authority to appropriate funds for this purpose, but only upon a clear showing by the Bureau as to the nature and extent of this need."

Reorganization Plans

Regarding the functions of the Reorganization Committee, Mr. Craig pointed out that at the special meeting it was impossible to develop a detailed plan for the future. He said that many valuable plans for reorganization of the NAB have been advanced, and some of these had been considered by the board and other groups. He added:

"The purpose of the proposed Committee of Five is to give thought and study to these suggestions, weigh them in the light of the needs of the industry, set up the objectives to be achieved, and recommend the necessary changes in the constitution and by-laws of the organization to permit achievement of these objectives.

"Conceivably, this committee would give thought and study to such suggestions as the employment of a president who might be compensated for his services and recommend such changes in the basic law of the Association which would define the scope of his authority and his duties. It is hoped and expected that it would adopt policies so sound in principle that each and every unit of this industry, from the largest networks to the smallest part time station would be proud of its membership in the organization, and that provision would be made to make such policies effective by binding each member to adhere strictly to them. If it is the will of the industry to appoint and compensate such a leader, then each member should bind himself to follow his leadership.

"These are merely illustrations. Many more must be considered. But it would be the duty of this committee to draft a report, complete in detail, place a copy of it in the hands of each member at least 60 days in advance of the date for the next meeting and invite criticism of the recommendations contained in the report. The committee would then be expected to redraft its report in the light of the suggestions and criticisms of the members and send copies of such revised report to each and every member at least 30 days in advance of the meeting in order that each member may come to the meeting prepared to act formally and finally upon the report. The report in its finished form should contain estimates of cost and if further increases in dues payments are necessary, the necessary changes in the by-laws should be recommended. The report should be complete in detail, the recommendations definite, and there should be included therewith, drafts of all amendments to the constitution and by-laws required to give effect to the recommendations. Through the work of this Committee, the regular meeting of the membership would be in position to take definite and decisive action upon the program for the future development of the Association. To complete the task expected of it, the Committee of Five will necessarily need the assistance of personnel, including a secretary, and will have other expenses. The Board of Directors should, therefore, have authority to meet these expenses."

Another resolution adopted, offered by Harold V. Hough, general manager of WBAP, Fort Worth, advocates a new policy on publication of industry business statistics. To follow the procedure of newspapers and other printed media, the policy is that the industry release such statistics in terms of unit hours, instead of gross dollars. The networks, under the resolutions, will be asked to adopt this procedure, through a committee to be designated by President Elmer to call on them. [The text of this resolution is published on the opposite page.]

Congressional Investigation

Two resolutions dealing with proposed Congressional investigations of the broadcasting industry and of the FCC, presented to the membership, were referred to the Board for study. One, offered by Mr. Craney, proposed that the NAB go on record as favoring such an inquiry, and the other offered by Lloyd C. Thomas, WROK, Rockford, Ill., proposed cooperation with Congress and with other Federal agencies on the theory that such an investigation would be helpful to the industry. The Resolutions Committee, headed by Joseph O. Maland, WHO, made no recommendations on the resolution.

The morning session Oct. 12 was devoid of pyrotechnics. It was opened by President Elmer with a plea for frank expressions by those in attendance because the industry is confronted with the greatest problems in its history. He urged that internal strife be avoided and that the best practical steps be taken toward solution of the problems. The history of the AFM situation from the NAB standpoint, was recounted by Mr. Elmer.

Speaking for IRNA, Mr. Ethridge told of the reasons for the formation of the group. He urged unity. He advocated an NAB strong enough to give to the industry the measure of protection to which it is entitled, and which other trade associations give their industries. [Details of his explanation of the IRNA-AFM negotiations will be found on Page 13.]

Declaring he had no illusions about the agreement, Mr. Ethridge said there was no feeling on the part of the IRNA negotiation committee that it was a "good deal." He called the AFM demands "arbitrary, high-handed and black-jacking." But he added the committee did the best that could be done. "I resent as much as anybody being black-jacked and looted, and that is what it does," he declared.

The IRNA group, Mr. Ethridge continued, desires to go along with the NAB as part and parcel of it, provided it is reorganized to afford stations that degree of protection deemed necessary. "I hope it will not be necessary to set up an organization designed for our own protection," he said. IRNA will continue as a temporary organization for the present, he added, until it can determine whether the NAB will give it the necessary protection.

Then the Excitement

It was at the afternoon session Oct. 12 that the fireworks began. It was opened with the reorganization resolution, and the prompt action on it.

A barrage of questions on the effect of the IRNA negotiations upon contractual arrangements which might be worked out by non-networks independents consumed most of the session, with many smaller stations participating. Samuel R. Rosenbaum, WFIL, Philadelphia, newly designated chairman of the IRNA negotiating committee, along with Mr. Ethridge, supplied most of the answers. John J. Gillin Jr., WOW, Omaha, NAB first vice-president and also a member of the IRNA committee, presided. Criticism of the NAB for its failure to handle the AFM negotiations for the industry as a whole permeated the discussions.

On motion of Edgar T. Bell, secretary-treasurer of the Oklahoma Publishing Co., and of its stations WKY, Oklahoma City, KLZ, Denver, and KVOR, Colorado Springs, the convention gave the IRNA negotiating committee a rising vote of thanks for its arduous labors during the last several months.

The first day's session came to a rather dramatic close when Mr. Levy took the rostrum upon suggestion of Stanley Hubbard, KSTP, St. Paul. Mr. Levy said he walked out of the NAB two years ago because he never regarded the NAB as a "charitable organization" and because he had never gotten anything out of it. He alluded to the ASCAP difficulties current at that time and compared them to the current musicians' controversy. He said he regarded the IRNA arrangements as favorable under the circumstances. Unions today, he said, have a hold on America they have never had before. As for his reentry into the NAB, he said he would not rejoin until it had "done something constructive".

John A. Kennedy, operator of WCHS, Charleston, WPAR, Parkersburg and WLBK, Clarksburg, W. Va., said he too had withdrawn from the NAB because he failed to see any advantages to it, but that he intended to apply for membership as soon as something "concrete" is done.

Mr. Shepard, who previously had withdrawn three of his four stations from NAB membership, declared he would apply for reinstatement of WNAC, Boston; WEAN, Providence, and WICC, Bridgeport. Others that have withdrawn in recent months indicated their intention of returning to the fold.

Advises Naming of Counsel

Campbell Arnoux, WTAR, Norfolk, started the second day's session by expressing apprehension over the Craig resolution, not because of lack of sympathy for the plan but because he felt there was too long a lapse of time for accomplishment of the reorganization. He urged appointment of counsel at once to cope with existing situations. He was followed by Mr. Hubbard, who had pressed the motion for the second day's session. He declared he understood many stations intended to resign from the Association because they were dissatisfied with the lack of initiative of the management.

In defense of his plan, Mr. Craig said there were two alternatives on reorganization—one as he had outlined it, and the other to destroy the NAB at the meeting and start all over. The constructive thing, he said, was to build on the present framework. This, he declared, is the only practical, sensible program to follow.

Then in succession, H. K. Carpenter, general manager of WHK and WCLE, Lloyd Thomas of WROK, Earl Glade of KSL, Salt Lake City, Cecil Mastin of WNBF, Binghamton, Mr. Ethridge, Mr. Rosenbaum, and others spoke in support of quick action, but along the lines of the Craig resolution. Subsequently, the modification was effected upon motion of Mr. Elias.

In this discussion it was emphasized again and again by speakers that the reorganization could not be effected overnight; that it takes time to select the proper personnel, but that the time element is important; and that the reorganization should be undertaken with greatest possible dispatch. Because the next regular convention cannot, under the by-laws, be held in the calendar year 1937, it will be necessary to hold the session after the first of the year.

A proposal by Paul W. Morency, general manager of WTIC, Hartford, who a decade ago was field director of the NAB, that the board be not permitted to advance further funds to the NAB Bureau of Copyrights until such time as the reorganization is completed, elicited considerable debate which had the effect of airing the entire situation.

After this discussion, in which Mr. Baldwin participated, Mr. Morency withdrew his motion, declaring the debate and explanations had served his purpose. Mr. Baldwin had explained that the public domain library has entailed an expenditure of $50,000 up to this time in research and personnel and in arranging, recording and pressing transcriptions. Some 56 stations have subscribed to the initial 20 hours at $10 per hour. He said about 1,500 selections have been cleared as in the public domain, and that arrangements are ready on 50 hours for recording, or 30 more than now are on wax.

Mr. Hough, as NAB treasurer, declared that, while he was personally opposed to spending additional NAB funds on the library and felt that the service should pay its own way through subscription, the $50,000 already invested should not be frozen, and that if small additional sums are necessary to record music already cleared, it should be advanced.

Unit Hour System Sought by Hough

Offers Resolution to Change Present Sales Yardstick

PUBLICATION of broadcasting industry business statistics in terms of "unit hours" of time sold, instead of gross dollars, to avoid misunderstanding and confusion, and also to parallel the methods employed in the published media which use agate lines as their statistical factor was endorsed by the special convention of the NAB in New York Oct. 12. A resolution to this end offered by Harold V. Hough, general manager of WBAP, Fort Worth, and treasurer of the NAB, was adopted by unanimous vote.

The resolution follows in full text:

WHEREAS, it has been the custom of agencies, broadcasting stations, and the management of the chains to use the term "dollars" in referring to gains and losses and amount of broadcasting business; and WHEREAS, this method does not present a true, fair, accurate picture of the business of the broadcasting industry, particularly, in relation of the receipts to the stations.

WHEREAS, the published revenue, as submitted to the public by the agencies, stations and chains, does not show that portion being actually received by the stations, but makes a misleading analysis, as no account is published of the percentage going to the stations, percentage for commissions, or the percentage for line charges, which is misleading to the public, the FCC and the advertisers.

THEREFORE BE IT RESOLVED That it is the wish of the NAB that the standard yard stick of measurement on broadcast business, in the future, be computed and published in the terms of unit hours instead of gross dollars.

BE IT FURTHER RESOLVED That the NAB urge all agencies, member stations and nonmember stations to adopt the policy of presentation of unit hours, instead of gross dollars.

AND BE IT FURTHER RESOLVED That a request be made to NBC, CBS Mutual, and any other chain, to use the practice of presenting any volume in phrases of unit hours instead of gross dollars.

BE IT FURTHER RESOLVED That the president of the NAB appoint a committee to confer with the Chain management and to present to them the views of the NAB.

Canadian Observer

CANADIAN broadcasters were represented at the NAB Special Convention by Harry Sedgwick, general manager of CFRB, Toronto, and president of the Canadian Broadcasters' Association. As head of this group, Mr. Sedgwick has actively assisted in the negotiations between Canadian broadcasters and music organizations in that country. He was present at the NAB gathering as an observer.

Major R. E. Zultz
560 WIS
680 WPTF

THE MAGIC OF TWO LOW FREQUENCIES
—in the Carolinas

Judging by results, there's magic in the low frequency broadcasting of WIS-WPTF—the Carolina Combination . . . Covering the rich cotton-tobacco areas of the two Carolinas, these twin stations assure maximum results for a single low rate.

The CAROLINA COMBINATION

WIS
COLUMBIA, S. C.
5000 WATTS, NBC

WPTF
RALEIGH, N. C.
5000 WATTS, NBC

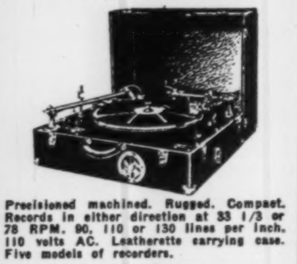
Represented by Free & Peters, Inc.

Sold at one low rate·

Libel Suit Dismissed

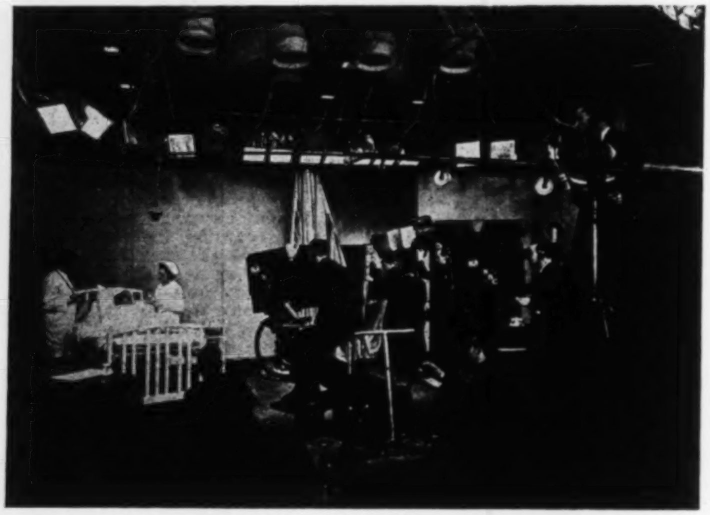
SUIT for damages brought by Paul Locke, a script writer, against Floyd Gibbons, was dismissed by Justice Pecora in New York Supreme Court on grounds of defective complaint and insufficient allegations. Locke charged that on Jan. 28 Gibbons, using Locke's script for a network broadcast from WLW, Cincinnati, altered and colored the material so that Locke's reputation was damaged. Subject matter was the flood in the Ohio Valley. The broadcast was one of Gibbons' series for Colgate-Palmolive-Peet Co., Jersey City, N. J., in the interests of Colgate Dental Powder and Rapid Shave Cream. Agency in charge was Benton & Bowles Inc., New York.

UNIVERSAL PORTABLE RECORDING MACHINE



Precisioned machined. Rugged. Compact. Records in either direction at 33 1/3 or 78 RPM. 90, 110 or 130 lines per inch. 110 volts AC. Leatherette carrying case. Five models of recorders.

Recording Division
Universal Microphone Co. Ltd.
424 Warren Lane, Inglewood, California



PROJECTED TELEVISION—It looked like this from back-stage Oct. 14 as RCA television was shown on a screen 3x4 feet in NBC television studios before members of the Society of Motion Picture Engineers. An hour's revue involving eight scene shifts was shown. RCA's new Kinescope projection tube was demonstrated for the first time. At right is the tube in profile with the cover laid back.

REGGIE SCHUEBEL, radio time buyer, the Biow Co., New York, is out of town on one of her frequent Bulova trips, conferring with station managers. She will be gone a month.

Thrift Drive Planned

THRIFT & SECURITY Foundation, New York, held a meeting at the Hotel Commodore, New York, Oct. 13, to raise an advertising fund of $1,000,000. Eugene P. Thomas, president, National Foreign Trade Council, spoke. If present plans materialize, much of the appropriation will be spent for radio advertising, promoting thrift in time as well as money in an effort to avert a possible recurrence of the stock market crash. Officers are Herbert N. Fell, executive secretary, and John W. Ticknor, vice-president.

The Foundation believes Detroit should be the focal point for its thrift campaign, because of the large numbers of middle-class people in the area and working in the automotive industries. The account is being solicited by at least one unnamed Detroit advertising agency.

KFH

Means Business!

To prepare the way for volume sales of your product in South-Central Kansas and Northern Oklahoma, point your sales message to the 792,250 radio fans, in the primary area of KFH, who like and prefer Radio Station KFH, in Wichita, Kansas.

KFH CBS
WICHITA · KANSAS ·

National Representative EDWARD PETRY AND CO.

"This is . . .

WBNS
COLUMBUS, OHIO

●

"This is
Our
Representative . . .
JOHN BLAIR & CO.

●

"Ask John . . . he knows"

Television Shown On Large Screen To Film Engineers

RCA Stages Hour Revue to Demonstrate Its Progress

TELEVISION projected in black and white on a screen 3x4 feet was demonstrated on a practical basis for the first time Oct. 14 when RCA staged an hour revue before the Society of Motion Picture Engineers. A new Kinescope projection tube of intense brilliance was given its first demonstration outside the laboratory.

David Sarnoff, RCA president, in presenting the revue, described progress attained since television was first brought out of the RCA laboratory June 29, 1936. "Week by week and month by month television progress has seemed slow and difficult," he said.

"Where a year ago each separate image was scanned with 343 lines, today we are scanning with 441 lines. During the past year the color of television pictures has been changed from green to black-and-white, and their brilliance greatly increased.

"The size of the picture has been increased from approximately 5x8 inches to 7x10—almost double the area. In addition, important progress has been made in projecting television pictures of approximately 3x4 feet onto a screen.

New Studio Technique

"New techniques for the writer, the director, and the actor are being explored. Practical experiments with outside television pick-up equipment will get under way within the next few weeks.

"If television programs are to be provided through the support of commercial sponsors, advertisers must first be furnished with sufficient circulation to justify their expenditures. Here we have the dual problem of simultaneously creating a cause and an effect; we must create large audiences in order to support costly programs, and we must build costly programs in order to attract large audiences.

"To meet the requirements of a nationwide television service, vast sums of money must be invested in new facilities. The present range of useful television signals is less than 50 miles. The creation of even limited networks, with connection by coaxial cable or radio relay, is a highly expensive undertaking.

"We can, I believe, look forward to the ultimate establishment of an American television system, which, like our present system of sound broadcasting, will employ many thousands of workers, will offer a unique advertising service to American business, and will render a free educational and entertainment service."

The projection Kinescope, developed by Dr. Vladimir K. Zworykin, W. H. Painter and Dr. R. R. Law, is designed to produce a clear image 18x24 inches. The demonstration consisted of both motion picture film and live entertainment. It included two dramatic sketches written for television, harp solos by Margaret Brill, a comedy skit by Herman and Banta and a newsreel. The show was picked up by Iconoscope cameras in the NBC studios at Radio City, relayed by coaxial cable to the transmitter in the Empire State Tower, and by air to the RCA Bldg.

McNinch Retains Two of FPC Staff

W. J. Dempsey Named to Be Legal Adviser to Chairman

WITH his assumption of the chairmanship of the FCC on Oct. 1, Frank R. McNinch had transferred to that agency two of his assistants at the Federal Power Commission over which he had presided since 1933. They are William J. Dempsey, assistant general counsel of the FPC, and Miss Julia Josephs, Mr. McNinch's personal secretary.

On Oct. 15, Chairman McNinch announced that John J. Murray, of Boston, had been retained as special counsel to the chairman for a few months. Formerly chairman of the Massachusetts Public Utilities Commission, of the Massachusetts Board of Tax Appeals, and engaged in other state utilities activities, Mr. Murray is expected to devote his time largely to FCC telephone matters. He was also professor of public utility law and economics at Boston University.

Mr. Dempsey, who is 31, has been named special counsel of the FCC assigned to the chairman's office. It is presumed that he will be legal adviser to Mr. McNinch on all FCC matters. He joined the Power Commission in May, 1937, as assistant general counsel after having been identified with litigation involving the Public Works Administration for Administrator Harold Ickes, Secretary of the Interior. He is still special counsel on those PWA cases now in litigation.

Chairman McNinch holds Mr. Dempsey in high esteem and regards him as an expert on public utilities law. He occupies an office in the chairman's suite, rather than in the Law Department.

A legal resident of Santa Fe, N. M., Mr. Dempsey was born in New York, where he attended grammar school. He resided in Oklahoma City during his high school years, and matriculated at Georgetown University, Washington, in 1927. He then attended Georgetown Law School at night, and taught mathematics and physics at the university during the day. Receiving his law degree in 1931, Mr. Dempsey, however, was admitted to the District of Columbia bar the preceding year. He was admitted to the New York bar in 1931, and joined the legal staff of the BMT Corp., subway operators, handling utilities litigation and trial work.

In 1933, Mr. Dempsey joined PWA and was associated with Jerome Frank, special counsel handling power litigation. He resigned his Power Commission legal post as of Oct. 1, upon his assumption of duties at the FCC. Mr. Dempsey is married and has three children, five years, two years and six months of age.

Miss Josephs is a native of Charlotte and served as secretary for Mr. McNinch at the Power Commission during the last two years. Prior to that assignment she was a secretary in a Charlotte law firm. She attended school in Charlotte.

THE FIRST broadcaster to interview Frank R. McNinch, new FCC chairman, was Alfred J. McCosker, president of WOR and chairman of the board of Mutual Broadcasting System. Following his visit Oct. 7. Mr. McCosker said he had a most pleasant talk.

No FCC Divisions

(*Continued from page 81*)

Communications Commission, I want you to know that I am confident you will render an important public service in a field which so vitally affects the public welfare. I am sure your colleagues and the public will expect and welcome from you aggressive and fearless leadership with fairness to all interests concerned. I hope and believe you will have the necessary support and cooperation of your associates and the staff, and you are assured of any help I can properly give you.

"I regard it as of prime importance that you assist the Commission in formulating policies and principles of action and procedure. After any Commission may have had sufficient experience to enable it to do so, the public and all who may have business with such agency should be advised as to principles and policies by which the Commission will be guided. In this way all who are concerned may be able to anticipate a reasonably consistent course of action.

"I earnestly hope you may be able to complete your assignment within a few months so that you may return to your post as Chairman of the Federal Power Commission."

In opening his press conference, Mr. McNinch stated the reception given him by members of the FCC could not have been more sincere if they, instead of the President, had selected him as chairman.

He said he would "need and shall count heavily" upon the support of his colleagues for without it "my efforts would be futile." "With the support of the Commission and as one of the seven members thereof, acting in harmony, I am confident we shall be able to do some constructive things in the public interest."

On Oct. 1, Mr. McNinch took his oath of office at noon in his offices in Room 6111, New Post Office Bldg. Present were members of the FCC and of the Power Commission. Afterward he was host to the members of both Commissions at a luncheon. That morning the staff of the Power Commission bade him farewell at an assembly at which they paid tribute to the man who served seven years on that agency and who has been its chairman during the last four.

WLS Seeks Transmitter

WLS, Chicago, on Oct. 15 filed with the FCC an application for authority to install its own 50,000-watt transmitter near Tinley Park, about 25 miles from the Chicago Loop. The application specifies an RCA transmitter with a 586-foot vertical tower. The installation, including land and equipment, would involve an expenditure of $200,000. The station now shares time with WENR, Chicago NBC-owned outlet, and during the last six years has used the WENR transmitter on a rental basis. Burridge D. Butler, president, declared WLS desires to install its own transmitter to keep abreast of most modern developments in radio technique, and to improve its signal in its present area as well as to extend its service to listeners outside the present WLS area.

Kennison Buys WRDO

TRANSFER of WRDO Inc., operating WRDO, local outlet in Augusta, Me., to Conrad E. Kennison, its manager, is sought in an application filed with the FCC. The station is now wholly owned by Henry E. Rines, who also is head of the companies operating WCSH, Portland, Me., and WFEA, Manchester, N. H.

APPOINTMENT of George Lasker as manager of WPEN-WRAX, Philadelphia, was announced Oct. 1 by John Iraci, new owner of the stations, which recently were combined to form a full-time outlet. He succeeds Charles Stahl, manager under the former ownership. Mr. Lasker has been identified with the sales departments of both WPEN and WFAB, New York.

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

HOST *to the* WORLD

WASHINGTON'S MODERN HOTEL

Where Broadcasters Meet In The National Capital

Rates No Higher Than At Less Finely Appointed Hotels

Single Rooms from $4
Double Rooms from $6
All with bath, of course

THE MAYFLOWER
WASHINGTON, D. C.
R. L. POLLIO, *Manager*

6F. PRE-AMPLIFIERS AND 7S★ MAIN AMPLIFIERS

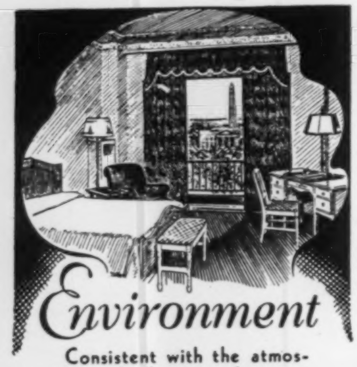
are built for stations who use the best equipment obtainable. Their design includes every desirable electrical feature, complete metering, tube access doors, modern styling, easily removable inspection plates.

Technical data sent on request.

COLLINS
RADIO COMPANY
CEDAR RAPIDS IOWA
NEW YORK, N. Y.: 11 WEST 42 STREET

Chicago Unions Merge

THE Chicago Federation of Musicians has absorbed two other Chicago musicians' unions — the American Musicians' Union and the Polish-American Musicians' Union. James C. Petrillo, president of the CFM, was especially interested in taking over the American Musician's Union as the latter organization had been negotiating with the CIO. With the amalgamation, Mr. Petrillo's union now numbers 10,524 as there were 1,840 AMU members and 682 Polish-American members.



In Washington

Environment

Consistent with the atmosphere of a distinctive location, the luxurious comfort, dignified service, and superior cuisine of the Hay-Adams House blend into an environment that parallels the tastes of discriminating travellers. Hay-Adams rates make any other choice a poor economy.

Completely Air-Conditioned

RATES FROM $3 SINGLE $4.50 DOUBLE

HAY-ADAMS HOUSE

SIXTEENTH AT H STREET

Opposite the White House
Overlooking Lafayette Park

WASHINGTON, D.C.

Board Warns of Danger in Contract

(*Continued from Page 14*)

the increase paid by each member station, amounting roughly to 16%. Stations already expending their allocated amounts, which will not be required to employ more musicians, will not receive any money from the networks. The amount was accepted by a vote that lacked only four of being unanimous, a marked contrast to the way in which the group had rejected the 10% offer of the networks at a previous session.

Mr. Rosenbaum was elected chairman of the Negotiating Committee, succeeding William S. Hedges, whose resignation from the Committee followed his resignation from his position with WLW. The 24-point trade agreement which the Committee had negotiated with the AFM committee was approved with certain specific amendments which the committee was instructed to attempt to secure at further meetings with the AFM board.

Contract Inviolability

Chief amendment, on which the committee was instructed to insist at all costs, is the recognition of the inviolability of all existing contracts. While this might appear to be robbing the union of its chief means of forcing its demands, it really will not have this effect due to the method under which the new contracts between affiliate stations and their local unions, of which this trade agreement will be a standard part, are to be handled. When each station signs its contract, it will send it to the committee, the local union at the same time sending its signed copy to the AFM headquarters. When the time limit has been reached the committee and the AFM board will meet and unless the number of contracts is satisfactory to the board the deal ends there, with none of the new contracts being put into effect. If the number is satisfactory the groups will exchange contracts and will send to the stations those signed by their local unions and to the locals those signed by the stations, consummating the agreement. Contracts are to be for a two-year period, longest the musicians would agree to.

Another addition to the contract requested by the network affiliates is an arbitration clause customary in union agreements but never accepted by AFM, which has always insisted that disputes between locals and employers of musicians be referred to the AFM international board for final settlement. A third amendment desired is a clause prohibiting sympathy strikes, to protect stations against refusal of musicians to play for programs sponsored by companies having labor troubles or to participate in strikes of other employes of the station or its parent company. The broadcasters also ask for the four weeks' notice in case of discharge provision to be changed to the prevailing notice period in each particular locality, usually two weeks.

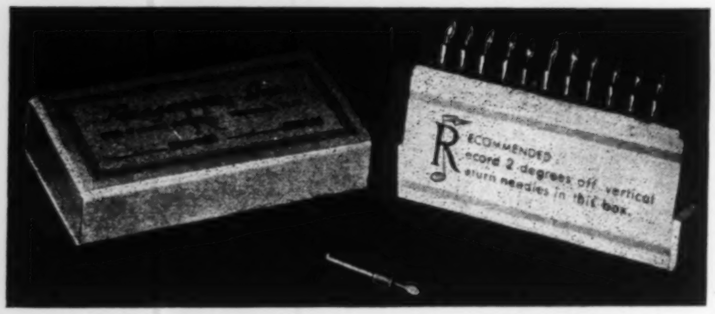
A catch-all amendment, providing for clarification of certain vague phrases and the assurance that each statement in the agreement be worded to make its intended meaning legally sound, was also voted. This task will undoubtedly fall to Sol Rosenblatt, former NRA deputy administrator and counsel for Transamerican and for CBS in certain labor matters, who was retained by the IRNA negotiating committee for aid of this kind.

Meets AFM on Oct. 18

The committee will meet again with the AFM board Oct. 18 to settle these differences, following which contracts will be sent out to stations and locals. As it is practically impossible for new contracts to be negotiated and returned within 12 days, it is probable that the deadline which is now set for Nov. 1 will be extended to Nov. 15.

While the IRNA committee was working out its trade agreement with the union, NBC and CBS were likewise negotiating agreements for their key stations, which were finally settled on a basis of an increased expenditure of $60,000 annually for each network originating station in New York, Chicago and Los Angeles. Details of the agreement are not yet available, as announcement is to be made by Mr. Weber, who left for Denver to attend the AFL convention immediately after the agreement was reached. Mutual was not included in these negotiations as its setup as a non-profit network which does not sell sustaining programs to affiliates puts it on a different basis from the others.

All factors considered, the AFM demands are going to hit the networks rather heavily. A little informal figuring, for instance, shows that CBS will have an added musical expense of $365,000 a year or $1,000 daily, based on $100,000 for owned and operated stations, $85,000 for its share of the $200,000 contributions to the stations, and $180,000 for the three key stations. With more owned and managed, affiliate and key stations, NBC will be faced with an even higher total increase.



STELLI DESERVE PROTECTION

New felt protected container (patent applied for) holding 12 STELLI premier acetate recording needles.

WBNS, Inc., Columbus, Ohio: We are very much pleased with your needles and after recording six fifteen minute transcription, the noise level is still lower than competitive needles when new. The quality on the transcriptions is much better than we have secured with other cutting needles. We shall be pleased to recommend your STELLI to others who are interested.

John Prentice Kurtz, Albany, N. Y.: I think your needles surpass any on the market today.

RANGERTONE, INC.
ELECTRIC-MUSIC
201 Verona Ave., Newark, N. J.

MERLE H. TUCKER, who is slated to become manager of the new KROD, El Paso, construction of which has been held up by litigation, is temporarily on the staff of KGNC, Amarillo.

Changes in Agreement With Musicians Urged By Northwest Stations

FIFTEEN broadcasters of Oregon and Washington, meeting in Portland Oct. 2 to unite on problems and needs of Northwest radio operators and also to present resolutions to the NAB convention, decided to make their session the nucleus of a permanent organization of station men in those two states and also in Montana and Idaho. They elected T. W. Symons Jr., KFPY, Spokane, and KXL, Portland, temporary chairman of a meeting to be held in Spokane some time in October to complete organization. All broadcasters in the four states have been invited.

The Oct. 2 session was called by Charles W. Myers, KOIN and KALE, Portland, and Mr. Symons. Mr. Myers was elected chairman of the meeting, with Harvey Benson, attorney for KOIN and KALE, serving as secretary. The meeting ended with a luncheon after the broadcasters had drawn up a set of resolutions to be placed before the NAB and the negotiating committee of the Independent Radio Network Affiliates. Among other things, these resolutions asked:

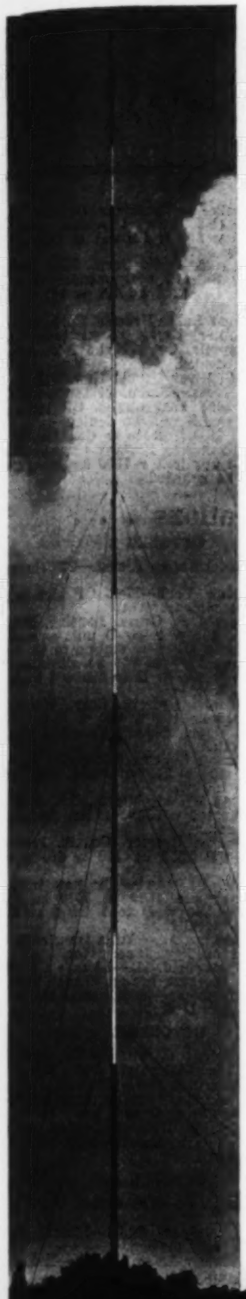
1. That the IRNA committee exact an agreement from AFM eliminating all stations which have a potential market value indicated by a maximum card rate of $15 per quarter-hour or less, from all implied obligation to employ musicians.
2. That the agreement with AFM be modified to allow the musical director of the individual station to be judge of a man's competency for his work, and that the four weeks' notice requirement for change of personnel be changed to the generally accepted two weeks' notice.
3. That a joint committee be appointed consisting of AFM members and members of each industry employing musicians to make a thorough investigation of the unemployment of musicians and make recommendations for their reemployment by industries most responsible for abnormal unemployment.
4. Endorsed the formation of geographic, technical, industrial and other such groups within the NAB so that a united front may be preserved in the solution of questions of general interest to the radio industry.

ANA Plans Convention

THE Association of National Advertisers will hold its 28th annual meeting Oct. 27-39 at Hot Springs, Va. The program includes informal discussions of various media for the first two days, when sessions will be closed. On Oct. 29 and 30 the convention will be open to invited guests and subjects of general advertising interest will be discussed, including resale price maintenance and fair trade laws. Among speakers at closed sessions will be John Benson, AAAA president; Donald S. Shaw, McCann-Erickson Inc., and M. H. Leister, Sun Oil Co.

Lawes' Crime Forum

OPEN Forum on Crime will be held on each broadcast of *Behind Prison Bars* by Warden Lewis E. Lawes of Sing Sing, who will answer questions put to him by members of the studio audience, and will select one question received in the mail for dramatization each week. Program is sponsored by Wm. R. Warner Co., New York, for Sloan's Liniment, and will start Oct. 18 on the NBC-Blue network. Agency is Cecil, Warwick & Legler.



97% Efficiency at HALF the COST-Constructed in HALF the TIME!*

JOHN E. LINGO & SON, Inc.

VERTICAL TUBULAR STEEL RADIATORS

LOWERED COSTS

Installations already made have been effected at savings up to ONE-HALF over other types of Vertical Radiators. We will be pleased to quote our complete prices in advance—including construction, erection, lighting, painting, foundation, etc.

RELIABILITY

For 40 years the firm of JOHN E. LINGO & SON, INC., has been constructing and erecting vertical structures. Because we ERECT our own Radiators, you enjoy SINGLE RESPONSIBILITY on the entire job. LINGO TUBULAR STEEL towers have been used by the U. S. Navy Dept. since 1925 at various points between Maine and Panama. Their uninterrupted use in tropical storm centers is worthy testimony of efficiency in construction and performance.

OPTIMUM PERFORMANCE

Actual working and field tests have proven that LINGO TUBE Radiators give within 3% of 100% efficiency. The copper-bearing seamless steel tube gives necessary and adequate ground wave to assure optimum coverage of primary area.

5-YEAR INSURANCE

We fully guarantee the efficiency of every Radiator and completely insure it against breakage, loss or damage for a period of 5 years at no extra cost. The LINGO TUBE Radiator will withstand a wind velocity of 100 m.p.h. and LINGO designs are available in light weights for erection on building roofs.

*WRTD Richmond, Va.

After using three other LINGO TUBE Radiators for Norfolk's WTAR — this 328 foot LINGO TUBE Radiator has recently been put in use—constructed of copper-bearing seamless steel. Price included Construction — Erection — Painting — Department of Commerce Regulation Lighting—Foundations—Climbing Steps—and 5-Year Insurance—

COST COMPLETE—

$5700

Every Detail Affecting Radio Efficiency Thoroughly Investigated Through Field Tests and Approved by

Paul F. GODLEY **Dr. George H. BROWN**

—outstanding Radio engineer-consultants. These two men had to be convinced that we could construct and erect this high type of Radiator at so low a price. We proved it to them—now we'd like to prove it to you.

Write Today for Descriptive Folder and complete Cost Chart

JOHN E. LINGO AND SON, INC.

Manufacturers and Erectors of Tubular Steel Vertical Radiators

Established 1897

CAMDEN, N. J.

XUM

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

OCTOBER 1 TO OCTOBER 15, INCLUSIVE

Decisions . . .

OCTOBER 5

APPLICATIONS GRANTED:

KUMA, Yuma, Ariz.—CP trans. site, vert. radiator.

WJBL, Decatur, Ill.—CP trans. site, vert. radiator.

KGFI, Brownsville, Tex.—License for CP.

WRGA, Rome, Ga.—Same.

KSRO, Santa Rosa, Cal.—License for CP and mod.

WFOY, St. Augustine, Fla.—License for CP.

WOLS, Florence, S. C.—Mod. CP extend date.

WAAB, Boston—Mod. license re aux. trans.

WXYZ, Detroit—Ext. auth. transmit programs to Canada.

WEAU, Eau Claire, Wis.—Auth. transfern control Morgan Murphy to Elizabeth Murphy.

WBRC, Birmingham—Invol. transfer control to Eloise H. Smith, exec. estate Marcellus D. Smith Jr.

WBCM, Bay City, Mich.—Vol. assign. license to Bay Brdcstg. Co. Inc.

KATE, Albert Lea, Minn.—Mod. CP trans. site, vert. radiator.

SET FOR HEARING—NEW, Mittelle Franklin Noble, Anniston, Ala. CP 1420 kc 100 w D; NEW, Cumberland Brdcstg. Co., Fayetteville, N. C., CP 1340 kc 250 w D; NEW, Young People's Assn. for Prop. Gospel, Philadelphia, CP 1220 kc 1 kw unl. directional; NEW, Odessa Brdcstg. Co., Odessa, Tex., CP 1310 kc 100 w D; NEW, W. F. Huffman, Wisconsin Rapids, Wis., CP 580 kc 250 w unl. directional N; WILL, Urbana, Ill., CP increase D 1 to 5 kw; WDZ, Tuscola, Ill., CP increase D 250 w to 1 kw; WBAA, W. Lafayette, Ind., CP move to near Indianapolis, new equip., increase to 1 kw 5 kw D, change to unl.; WIP, Philadelphia, CP new equip., increase D 1 to 5 kw; WJNO, W. Palm Beach, Fla., CP new trans., change 1200 to 1330 kc, increase 100 w 250 w D to 1 kw unl.; WGBI, Scranton, Pa., mod. license N 500 w to 1 kw; WCPO, Cincinnati, mod. license N 100 to 250 w (before Division); WNBR, Memphis, auth. trans. control to Memphis Press-Scimitar Co.; KRGV, Weslaco, Tex., auth. trans. control to O. L. Taylor, Gene A. Howe, T. E. Snowden; WGES, Chicago, auth. trans. control to WSBC Inc.

ACTION ON EXAMINERS' REPORTS:

WFEA, Manchester, N. H.—Granted renewal license, sustaining Seward.

KINY, Juneau, Alaska—Granted CP new equip., vert. antenna, change 1310 to 1430 kc, increase 100 to 250 w unl., reversing Hyde.

KLPM, Minot, N. D.—Granted CP change equip., vert. antenna, move trans., change 1240 to 1360 kc, increase 250 w to 500 w 1 kw D, change spec. to unl., sustaining Bramhall.

ORAL ARGUMENT SCHEDULED—Ex. Rep. I-485, KGKO; Ex. Rep. I-490, Warren B. Worcester, San Diego, and Ex. Rep. I-493, Abraham Plotkin, Chicago, and Phila. Radio Brdcstg. Co., Philadelphia, all on 1-6-38.

APPLICATIONS DISMISSED (request of applicants)—NEW, James F. Hurley Jr., Salisbury, N. C., CP 1500 kc 100 w D; NEW, W. Va. Brdcstg. Corp., Wheeling, CP 1310 kc 100 w unl.; KNOW, Austin, Tex., vol. assign. license to Hearst Radio Inc.; WACO, Waco, Tex., vol. assign. license to Hearst Radio Inc.; NEW, W. Va. Brdcstg. Corp., Charleston, W. Va., CP 1500 kc 100 w 250 w LS unl.; KTSA, San Antonio, vol. assign. license to Hearst Radio Inc.

APPLICATIONS DENIED—NEW, Hollenbeck Heights Christian Church, Los Angeles, CP 1170 kc 100 w ltd, denied as in default; NEW, J. F. Rodgers, Harlingen, Tex., Same except CP 1370 kc 100 w 250 w LS unl.

MISCELLANEOUS—NEW, Earl Weir, St. Petersburg, Fla., dismissed with prejudice; petitions to intervene granted WAVE, Colonial Brdcstg. Corp., WGVA (Indianapolis), WWJ, WRDW, WMEX, WCAE, Floyd A. Parton (San Jose), Citizens Brdcstg. Corp. (Schenectady), WJAS, Charleston Brdcstg. Co. (W. Va.), WJBX, Madison Brdcstg. Co. (Wis.), WCSC, Jules J. Rubens; oral argument cancelled in applic. W. E. Whitmore, Hobbs, N. M., 1500 kc 100 w D; Travelers Brdcstg. Co. granted continuance hearing; W. A. Barnette, Greenwood, S. C., denied postponement hearing; Floyd A. Parton, San Jose, denied continuance hearing, also George H. Payne, San Jose; KSD granted extension Ex. Rep. I-452; S. L. Slover Corp., Norfolk, granted continuance; Fred M. Weil granted pet. take deposition, Grand Coulee, Wash.; Ellwood Warwick Lippincott Inc., denied continuance applic. Bend Bullein; A. H. Belo Corp., Dallas, granted waiver Rule 104.6 (b) re applic. George B. Storer, Pontiac; WQXR granted oral argument applic. Ann Arbor Brdcstg. Co.; WDNC denied reopening applic. CP; J. K. Patrick & Co. petition for Commission to affirm Ex. Rep. I-474 dismissed, oral argument cancelled.

RATIFICATIONS—WWJ, Detroit, ext. temp. auth. 5 kw N; KGDY, Huron, S. C., ext. temp. auth. remain silent; WBLY, Lima, O., applic. CP increase D power dismissed with prejudice; petitions to intervene granted George H. Payne (San Jose), KRE, Piedmont Brdcstg. Corp., City of St. Paul, City of Minneapolis; Westchester Brdcstg. Corp. granted continuance; hearing on applic. J. F. Rodgers continued, to be heard with Valley Pub. Co.; Curtis Radiocasting Corp. denied mod. order take depositions; C. Bruce McConnell denied change date depositions but granted request to vacate order issued to Knox Radio Corp. to take depositions of Dr. Wm. C. Dennis; continued oral argument on exceptions to Ex. Rep. I-387; KRGV granted pet. intervene.

OCTOBER 12

APPLICATIONS GRANTED:

WTAL, Tallahassee, Fla.—CP increase D to 250 w.

WIRE, Indianapolis—CP move trans., new equip., change antenna.

KFGW, Kearney, Neb.—CP move trans., studio, new equip., vert. radiator, increase D to 250 w.

WGN, Chicago—CP move trans., studio, new equip., vert. radiator.

WMBD, Peoria, Ill.—License for CP 1440 kc 1 kw 5 kw D unl.

WJBY, Gadsden, Ala.—License for CP 1210 kc 100 w 250 w D unl.; KPFA, Helena, same.

WAML, Laurel, Miss.—License for CP 1310 kc 100 w 250 w D unl.

KSOO, Sioux Falls, S. D.—License for CP 1110 kc 2½ kw D ltd.; KELO, Sioux Falls, same, new station, 1200 kc 100 w unl.

WSAL, Salisbury, Md.—Mod. CP re sites.

KWNO, Winona, Minn.—Mod. CP change equip., increase D to 250 w.

KVI, Tacoma—Auth. invol. transfer control to Laura M. Doernbecher, executrix.

KOIL, Omaha—License for CP 1260 kc 1 kw 5 kw D unl.

SET FOR HEARING—NEW, Evening News Press, Port Angeles, Wash., CP 1500 kc 100 w 250 w D unl.; WOOD, Grand Rapids, CP move trans., change 1270 to 1010 kc, 500 w N & D Sh.—WASH to 250 w unl.; WSJS, Winston-Salem, N. C., CP move trans., change 1310 to 900 kc, increase 100 w to 1 kw 5 kw D directional N; WKBN, Youngtown, amended mod. CP increase spec. to unl.; KEHE, Los Angeles, mod. license N 1 to 5 kw (before Division); KANS, Wichita, Kan., transfer control to Herbert Hollister and Don Searle.

W B A P
STAR-TELEGRAM

HIGH SPEED—This fast mobile unit of WBAP, Fort Worth, is one of the first in the Southwest. Squatting by the shortwave truck are J. B. Bridges and Frank Parrish, technicians, and R. C. Stinson, technical supervisor.

APPLICATIONS DISMISSED (request of applicant)—WLAP, Lexington, Ky., CP 610 kc 500 w 1 kw LS.

APPLICATIONS DENIED—NEW, Richland Brdcstg. Co., Mansfield, O., CP 1370 kc 100 w D, as in default; WCOP, Boston, denied temp. auth. specified hours.

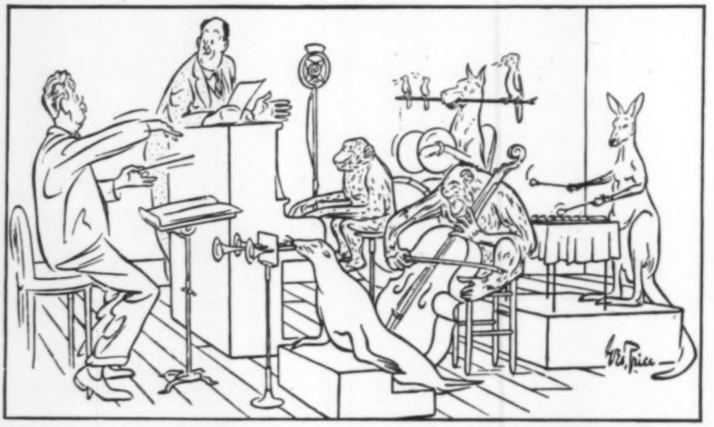
MISCELLANEOUS—Petition to intervene granted KGB, KLUF, KQW, KFH, KANS, WMBC, WWPO Inc.; denied Cumberland Brdcstg. Co. pet. defer decision applic. WFNC, Fayetteville, N. C.; denied postponement argument and decision applic. Beaumont Brdcstg. Assn., Beaumont, Tex.; denied continuance hearing on applic. Valley Pub. Co., Harlingen, Tex.; granted WWPO Inc. pet. waive rule and accept appearance Times Printing Co., Chattanooga; granted Tom Olsen motion withdraw applic. CP Port Angeles, Wash.; W. A. Barnette, Greenwood, S. C., granted pet. withdraw without prej. applic. CP Greenwood, S. C.; WDAH granted pet. withdraw without prej. applic. mod. license; George B. Storer, Pontiac, Mich., granted pet. withdraw without prej. applic. new station; Carl Latensor granted pet. take depositions at Atchison, Kan., to support applic. CP.

RATIFICATIONS—Petitions to intervene granted Cumberland Brdcstg. Co., Cadillac Brdcstg. Corp.; granted continuance hearing Four Lakes Brdcstg. Co., Lynchburg Brdcstg. Corp., Larry Rhine, Karl L. Achbacker, WSAY, WREN granted postponement oral argument; KRRV granted request withdraw without prej. applic. CP.

Examiners' Reports . . .

WSMB Inc., New Orleans—Examiner Dalberg recommended (I-497) that applic. CP 1500 kc 100 w 250 w LS unl. be granted.

NEW, Dr. Wm. States Jacobs Brdcstg. Co., Houston—Examiner Berry recommended (I-498) that applic. CP 1220 kc 1 kw unl. be granted.



Courtesy of the New Yorker

"You've got a nice act there, Frederickson, but I think you're just asking for trouble with the musicians' union."

KPQ, Spokane—Examiner Dalberg recommended (I-499) that applic. change 1500 kc 100 w 250 w LS unl. to 1360 kc 1 kw unl. be granted.

NEW, Genesee Radio Corp., Flint, Mich.—Examiner Seward recommended (I-500) that applic. CP 1200 kc 100 w 250 w LS spec. be denied.

NEW, Great Lakes Brdcstg. Corp., Cleveland—Examiner Berry recommended (I-502) that applic. CP 1270 kc 1 kw 5 kw LS unl. be denied.

NEW, Fall River Herald News Pub. Co., Fall River, Mass.—Examiner Irwin recommended (I-503) that applic. CP 1210 kc 100 w 250 w LS unl. be denied.

NEW, F. B. Clements & Co., Mankato, Minn. — Examiner Seward recommended (I-504) that applic. CP 1500 kc 100 w 250 w LS unl. be granted.

Applications . . .

OCTOBER 1

KFQD, Anchorage, Alaska—CP change equip.

W2XJI, New York—Mod. CP high-freq. to extend commencement.

NEW, Harold F. Gross, Lansing, Mich.—CP 580 kc 500 w 1 kw D unl., amended to change from CP new station to CP for WJIM change 1210 to 630 kc, directional, increase 100 w 250 w D to 500 w 1 kw D, move trans. locally.

NEW, Colonial Brdcstg. Corp., Norfolk, Va.—CP 1370 kc 100 w 250 w D unl.

WGH, Newport News, Va.—Ext. exp. auth. facsimile.

NEW, Brenau College, Gainesville, Ga.—CP 1420 kc 100 w 250 w D unl., amended to 1210 kc 100 w.

NEW, State Brdcstg. Corp., Gretna, La.—CP 1370 kc 100 w 250 w D ltd., amended to spec. hours.

NEW, Pinellas Brdcstg. Co., St. Petersburg, Fla.—CP 1370 kc 100 w 250 w D unl.

WTMV, E. St. Louis—CP new trans., directional, change 1500 to 1510 kc, increase 100 w 250 w D to 1 kw 5 kw D, move trans. locally.

WJBL, Decatur, Ill.—Auth. transfer control to Decatur Newspapers, Inc.

WCBS, Springfield, Ill.—License for CP new equip., increase power, change hours.

WISN, Milwaukee—Mod. license 250 w 1 kw D to 1 kw D & N.

OCTOBER 5

WRTD, Richmond, Va. — Vol. assign. license to Times-Dispatch Radio Corp.

WRDW, Augusta, Ga.—CP new trans., directional, change 1500 to 1240 kc, increase 100 w 250 w D to 1 kw.

KMPC, Beverly Hills, Cal.—Exp. auth unl., amended from Beverly Hills Brdcstg. Corp. to KMPC.

OCTOBER 6

KRQA, Santa Fe—Vol. assign. license to I. E. Lambert.

KHBQ, Okmulgee, Okla.—License for CP as mod. new station.

WAIR, Winston-Salem, N. C.—Mod. license D to unl. 250 w.

NEW, Radio Enterprises Inc., Lufkin, Tex.—CP 1310 kc 100 w D.

NEW, Panama City Brdcstg. Co., Panama City, Fla.—CP 1500 kc 100 w D, amended to 250 w.

WJBO, Baton Rouge, La.—CP change equip., increase 500 w to 1 kw.

OCTOBER 8

NEW, Cuyahoga Valley Brdcstg. Co., Cleveland—CP 1500 kc 100 w unl., amended to D.

OCTOBER 15

WGAR, Cleveland—License for CP new equip.

NEW, Joe L. Smith Jr., Beckley, W. Va.—CP 1210 kc 100 w 250 w D unl.

WFLA, Clearwater, Fla.—Mod. license N to 5 kw.

WCAT, Rapid City, S. D.—Mod. license re spec. hours.

KUJ, Walla, Walla, Wash.—CP change 1370 to 560 kc, change trans., new antenna, increaese 100 to 250 w, move trans.

WJJD, Chicago, recently received the following letter: "Just a word to comment on your *Suppertime Frolic.* We think it is one of the best programs on the air. I operate a Farmer's Telephone Exchange and have a small amplifier that I connect to the farmers' lines so that they may hear the program on the telephone. (signed) G. A. Weetherly, Wingo Telephone Co., Wingo, Ken."

NETWORK ACCOUNTS

(All times EST unless otherwise specified)

New Business

NATIONAL ICE Adv. Inc., Chicago (ice and ice refrigerators), on Nov. 30 starts *Homemakers' Exchange* for 52 weeks on 30 NBC-Red stations, Tues., Thurs., 11:30-11:45 a. m. (repeat 12:45-1 p. m.). Agency: Donahue & Coe Inc., N. Y.

LANGENDORF United Bakers Inc., San Francisco, on Oct. 18 starts *The Phantom Pilot* on 18 Mutual-Don Lee stations, Mon. thru Fri., 6:15-6:30 p. m. (PST). Agency: McCann-Erickson Inc., San Francisco.

SUSSMAN, WORMSER & Co., San Francisco, on Oct 17 starts *I Want a Divorce* on 5 NBC-Pacific Red and McClatchy California stations, Sun., 8:15-8:30 p. m., Wed., 7:45-8 p. m. (PST). Agency: Emil Brisacher & Staff, San Francisco.

GLOBE GRAIN & MILLING Co., Los Angeles (Globe A-1 Pancake and Waffle Flour), on Oct. 27 starts for 26 weeks *The Best of the Week*, with Clinton (Buddy) Twiss and Joe Parker, commentators, on 6 NBC-Pacific Red stations (KFI, KPO, KFBK, KWG, KERN, KMJ) plus KDYL, Wed., Fri., 11:45 a. m.-12 noon (PST). Agency: Dan B. Miner Co., Los Angeles.

CLAIROL Inc., New York (hair rinse), on Oct. 8 started for 13 weeks *Let's Go Hollywood* on 6 California Radio System stations (KEHE, KYA, KFBK, KMJ, KWG, KERN), plus KFWB, Fri., 8:30-9 p. m. (PST). Agency: Wm. H. Rankin Co., N. Y.

RAYMOND'S Inc., St. Paul (permanent wave and cosmetics), on Oct 17 will start *Lloyd Pantages Covers Hollywood* on 26 CBS stations Sun., 1:45-2 p. m. (rebroadcast 11-11:15 p. m.) instead of 2:30-2:45 p. m.

FALSTAFF BREWING Co., St. Louis, Mo., starts Oct 18 *Public Hero No. 1* for 52 weeks on 17 NBC-Red network stations, Mon., 10:30-11 p. m. Agency: Gardner Adv. Co., St. Louis.

MACFADDEN PUBLICATIONS Inc., New York (*Liberty magazine*), on Oct. 5 started *Behind the News* on 3 WLW Line stations (WLW, WXYZ, WHN), Tues., 9:30-10 p. m. Agency: Erwin, Wasey & Co. Inc., N. Y.

AMERICAN CHICLE Co., Long Island City, N. Y. (Blackjack chewing gum) Oct. 8 started for 8 weeks *Lou Little's Football Forecast* on 10 MBS stations Fri., 7:45-8 p. m. Agency: Badger & Browning & Hersey Inc., N. Y.

LOCAL Cooperative Campaign on Oct. 10 started *30 Minutes in Hollywood* on 32 MBS stations, Sun., 6-6:30 p. m. Agency: Redfield-Johnstone Inc., N. Y.

GULF OIL Corp., Pittsburgh, (gasoline and oil), on Oct. 3, started Phil Baker on 60 CBS stations, Sundays, 7:30-8 p. m. (EST), replacing the summer show which has been broadcast at this time during Baker's vacation period. Agency: Young & Rubicam Inc., N. Y.

VICK CHEMICAL Co., Greensboro, N. C. (Vaporub, Voratone) on Sept. 26 started *Vick's Open House* with Jeanette McDonald, on 51 CBS stations, Sundays, 4-4:30 p. m. (PST). Agency: Morse International Inc., N. Y.

CARBORUNDUM Co., Niagara Falls, N. Y., Oct. 16 starts for 26 weeks *Voice of Niagara*, on 18 CBS stations, Sat., 7:30-8 p. m. Agency: BBDO, N. Y.

LITTLE CROW MILLING Co., Warsaw, Ind., (Coco Wheats), Nov. 1 starts *Jolly Joe* on 3 MBS stations (CKLW, WCAE, WGN), Mon., Wed., Fri., 5-5:15 p. m. Agency: Rogers & Smith, Chicago.

WHEN WHK—Cleveland, switched from CBS to the NBC-Blue, last month, there were festivities aplenty—just as there were at WGAR, which simultaneously became the CBS outlet. In this picture, left to right, are Edward Leonard, chief engineer of WTAM, Cleveland; H. K. Carpenter, general manager of WHK and WCLE, and John F. Royal, NBC vice-president for programs and former general manager of WTAM.

AMERICAN TOBACCO Co., New York (Roi-Tan cigares), Oct 5 started *Man to Man Sports* on 6 CBS western stations (KNX, KSFO, KOL, KOIN, KVI, KSL), Tues., 11:15-11:30 p. m. Agency: Lawrence C. Gumbinner Adv. Agency, N. Y.

JOHN H. WOODBURY, Co., Cincinnati (facial soap), on Oct. 3 started Tyrone Power in dramatic series on 51 NBC-Blue stations, Sun., 6-6:30 p. m. (PST). Agency: Lennen & Mitchell Inc., N. Y.

STANDARD BRANDS Inc., New York (Fleischmann yeast), on Oct. 3, starts *Seein' Stars With Feg Murray*, on 63 NBC-Blue stations, Sun. day. 4:30-5 p. m. (PST), Agency: J. Walter Thompson Co., N. Y.

EMERSON DRUG Co., Baltimore (Bromo Seltzer), on Oct. 6 starts Sid Skolsky from Hollywood, on 32 NBC-Blue stations, Wed., 5:30-5:45 p. m. (PST). Agency: J. Walter Thompson Co., N. Y.

GENERAL FOODS Corp., New York, (Log Cabin syrup), on Oct. 9 starts *Jack Haley's Log Cabin* series on 55 NBC Red stations, Sat. 8:30-9 p. m. (EST), with Pacific Coast rebroadcast 9:30-10 p. m. (PST). Agency: Benton & Bowles Inc., N. Y.

INTERNATIONAL SILVER Co., Meriden, Conn., (1847 Rogers Bros. silverware) on Oct. 3 started *Silver Theater* on 77 CBS stations, Sun. 5-5:30 p. m., Agency: Young & Rubicam Inc., N. Y.

F. A. STUART Co., Marshall, Mich., (proprietary), on Sept. 27 started for 10 weeks *Rise and Shine*, on 10 Don Lee California stations, Mon., Wed., Fri., 7:30-7:45 a. m. Agency: John H. Dunham Co. Chicago.

STANDARD OIL Co. of Calif., San Francisco, on Sept. 30 started *Standard School Broadcasts* on 6 NBC-Pacific Red stations, Thur., 11-11:45 a. m. (PST). Agency: McCann-Erickson Inc., San Francisco.

COLGATE-PALMOLIVE-PEET Co., Jersey City, N. J. (Palmolive soap), on Nov. 1 starts *Hilltop House* starring Bess Johnson on 67 CBS stations, Mon. thru Fri., 5:45-6 p. m. Agency: Benton & Bowles Inc., N. Y.

J. W. MARROW MFG. Co., Los Angeles (Mar-o-Oil) on Sept. 24 started *Sweet Rhythms* on 7 NBC-Pacific Red stations, Fri., 1-1:15 p. m. (PST). Agency: Janes-Morton Inc., Los Angeles.

AMERICAN HOME PRODUCTS Inc., New York (Bi-So-Dol), on Oct. 12 started *Mr. Keen, Tracer of Lost Persons* on 24 NBC-Blue stations, Tues., Wed., Thurs., 7:15-7:30 p. m. Agency: Blackett - Sample - Hummert Inc., N. Y.

Renewal Accounts

WESSON OIL & SNOWDRIFT SALES Co., San Francisco, on Sept. 26 renewed *Hawthorne House* on 5 NBC-Pacific Red stations, Sun., 7-7:30 p. m. Agency: Fitzgerald Adv. Agency Inc., New Orleans.

STANDARD OIL Co. of Calif., San Francisco, on Jan. 6, 1938 renews for 52 weeks *Standard Symphony* programs, on 5 NBC-Pacific Red stations, Thurs., 8:15-9:15 p. m. (PST). Agency: McCann-Erickson Inc., San Francisco.

AMERICAN TOBACCO Co., New York, (Lucky Strike) on Nov. 6 renews *Your Hit Parade* on 91 CBS stations, Sat., 10-10:45 p. m. Agency: Lord & Thomas, N. Y.

MACFADDEN PUBLICATIONS Inc., New York, on Oct 24 renews *Good Will Hour* for 13 weeks on WMCA-Inter City network, Sun., 10-11 p. m. Agency: Ruthrauff & Ryan Inc., N. Y.

Network Changes

HECKER PRODUCTS Corp., New York, (Gold Dust and Silver Dust), on Oct. 12 added 24 Don Lee stations for *Beatrice Fairfax*, previously on 14 MBS stations. Agency: BBDO, N. Y.

BROWN & WILLIAMSON Tobacco Corp., Louisville (Kool and Raleigh cigarettes), on Oct. 15 shifted *Tommy Dorsey Orchestra* on 40 NBC-Blue stations, Fri., from 10-10:30 p. m. to 9:30-10 p. m.

LAMBERT PHARMACAL Co., St. Louis, started *Grand Central Station* Oct. 8 8-8:30 instead of Sept. 28 9:30-10 p. m., on 23 NBC-Blue network stations.

TIME Inc., New York (*Time* and *Life* magazines), on Oct. 14 shifted *March of Time* on 35 NBC-Blue network stations from 9-9:30 to 8:30-9 p. m. Thurs. Agency: BBDO, N. Y.

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OR MODERNIZING
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Don't order until you see what we have to offer in modern—
TRANSMITTER CABINETS
RELAY RACK CABINETS
CONTROL CABINETS
CONTROL DESKS
CUSTOM BUILT EQUIPMENT

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PRESIDENT OF CREI

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New Equipment . . . New Problems Will Demand Men With MODERN Training

There is no mystery as to what "tomorrow will bring." Already we have seen highly complicated circuits. Facsimile transmission is HERE. Practical television is not far off! Men who want to get ahead in Radio will find that NOW is the time to insure their future by increasing their ability. CREI home study courses are practical, and have been thoroughly tested and proved. Over 200 stations now employ CREI men.

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CREI

Merchandising & Promotion

S & W Divorces—Copper Pieces—Ranger Mail—Not Forlorn—Chinese Waves—Where to Buy—Stooges

I WANT A DIVORCE."

With that eye-catching title, Sussman, Wormser & Co., San Francisco (S & W food products) will launch a novel series over nine NBC-Pacific Red stations Oct. 17, Sundays at 8:15 p. m. and Wednesdays at 7:45 p. m. (PST).

Conducted in conjunction with the broadcast series of dramatizations there will be a "Perfect Mate" contest in newspapers and on the air. A total of 2,606 cash prizes totaling $10,000 will be awarded the winners of the competition, which is scheduled to continue until January 15, 1938.

Emil Brisacher & Staff, San Francisco, advertising agency handling the account, has prepared a 6-column, 16-inch ad announcing the joint newspaper and radio contest, to appear in all the leading newspapers in the key cities on the Pacific Coast. The broadcasts will be a series of dramatizations of real life stories.

There is a direct tie-in between the contest and the radio program, the latter to call attention to the contest after each dramatization.

In the newspaper advertisement announcing the "Perfect Mate" contest and the broadcasts — *I Want a Divorce*, there will be printed the S & W official entry blank. Just above the blank spaces for the contestants' answers appear nine points over a "perfect husband" guide and an equal number over a "perfect wife" guide.

With each entry the contestant is required to enclose a one-inch piece from the end of the tin strip that unwinds from the side of a can of S & W Mellow'd coffee, or a reasonably exact replica of the S & W Mellow'd coffee label. Contestants are asked to keep their suggested tenth point within 20 words. Each contestant is entitled to send in one entry each week during the life of the contest. All the entries will be primarily judged on the basis of originality of ideas, with literary style being secondary.

Each week 200 cash prizes of $2.50 each will be awarded. The capital cash prizes at the termination of the contest will be: first prize for women, $1,000; second prize $500 and third prize $250. A duplicate set of grand prizes will be awarded the male winners.

DURKEE FAMOUS FOODS Inc., Chicago, for its nut margarine, has taken 39 quarter-hour transcribed episodes of *Komedy Kingdom* from Radio Transcription Co. of America, Hollywood, for broadcast from one to three times weekly on 15 stations nationally, through C. Wendell Muench & Co., Chicago. Series started the week of Oct. 3 on KOA, KMOX, WDZ, WSBP and WGBF and other stations are being added to the list. As a merchandising tiein, premiums are being offered to users of Durkee's margarine upon presentation of 24 coupons. One coupon is enclosed in every pound carton of the nut margarine.

* * *

WINNER of the $500 first prize for a new name for *Grand Stand & Band Stand* was a 21-year-old clerk who will add the money to a fund to take him to college. The winning name was *Wheaties Reviewing Stand*, selected from 8,125 entries. Program is heard three hours daily on WMCA, New York, sponsored by General Mills Inc., Minneapolis. Agency is Knox-Reeves Adv. Co., Minneapolis.

* * *

ED CRANEY, operator of KGIR and KPFA, is sending out copper promotional pieces to advertising agencies. The copper pieces are as large as a quarter-page in BROADCASTING and are of the same material as the full-page copper ad that attracted wide attention when it appeared in BROADCASTING, July 1, 1936.

* * *

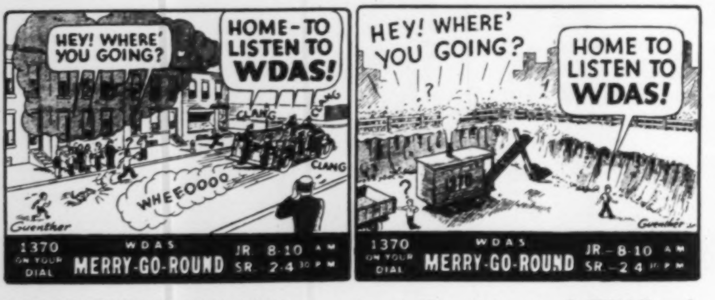
KIDW, Lamar, Col., staged a swat-the-fly campaign recently, with a sack of sugar being awarded to the listener reporting the greatest number of flies killed while the program was in progress. The winner reported a kill of 27 flies, 1 moth, 1 cricket, 2 grasshoppers.

* * *

WHP, Harrisburg, and the affiliated *Harrisburg Telegraph*, cooperated in a 12-page supplement to the newspaper in which set distributors advertised their new lines. The supplement contained numerous articles about WHP and CBS programs and artists.

* * *

M. F. WOODLING, general manager of KYOS, Merced, Cal., recently specified that all employes submit an idea to increase the station's local influence.



EVERY NIGHT—Philadelphians grin at the cartoons of WDAS published in the *Evening Ledger* as the result of a trade off with the paper which gets a full hour of classical music on WDAS each morning. The local kids have quit saying "Wanna buy a duck" and scamper around shouting "Going home to listen to WDAS", according to the station.

IN RESPONSE to an offer made on *The Lone Ranger* program on WOR sponsored by the Gordon Baking Co., Detroit, the station received 24,000 pieces of mail on Oct. 1, breaking its all-time daily record. Previous record was set Feb. 3, 1935, with 19,000 pieces of mail. Followers of the western drama were invited to write for a map with which to trace the search for the lost Lone Ranger. During the first week of October 78,000 pieces of mail were received by WOR in response to the offer. Brooke, Smith, French & Dorrance Inc., Detroit, is the Gordon agency.

* * *

GENERAL ELECTRIC Co., New York, will turn over its *Hour of Charm* broadcast period on NBC-Red on Monday, Oct. 18, to the University of Pennsylvania in connection with the school's bicentennial celebration, starting on that date. Program will be broadcast from Convention Hall, Philadelphia, and will include the college band, glee club, choral society, and speakers. Announcement of weekly winners of the Electrical Standard of Living contest will be made at the opening of the program. G-E agency is Maxon Inc., New York.

* * *

WOAI, San Antonio, has issued two promotion pieces, one of which contains a series of cartoons showing the success of a local client and indicating that the client's accounts prefer WOAI to other stations in that city 10 to 1. The second brochure contains facts about WOAI's market and advertisers as well as photographs of productions in the making.

* * *

THE "Advice to the Forlorn," advertisement of WOR, Newark, on the front cover of the Sept. 1 issue of BROADCASTING, caused so much comment that the station has reprinted it as a folder with the high-hatted gentleman on the cover and the column of advice printed on newsprint in the format of a regular newspaper column.

* * *

KROGER stores in Memphis pay $50 in prizes for best answers to foolish questions propounded in the aisles of the Orpheum theatre, Memphis, by Paul Hodges, WMPS announcer, winding up with a $100 grand prize for a special question. Questions are selected from lists of 25 distributed in Kroger stores a week before the program.

* * *

UNITED BROADCAST SALES, Calgary, taking note of increasing U. S. interest, issued recently from its Toronto office a promotion book for advertising agencies in the United States and Canada, giving all data about the stations it represents—CKY, CKX, CKCK, CJOC, CFAC, CJCA, and CJAT.

* * *

WAVE, Louisville, uses its well-known Chinese and wave themes in a plastic-bound brochure dealing with the Louisville trading area. Market and population data are broken down with colored symbols. Comparison is made with coverage of competing stations.

* * *

WISN, Milwaukee, has distributed a promotion piece describing its promotion program. Described are display advertising, window posters, radio previews, newspaper publicity, publicity releases, Wisconsin state papers and a billboard campaign.

TROPHY—John Nesbitt, announcer of WBNS, Columbus, receives the American Association trophy for largest attendance at radio appreciation night. Presenting the trophy is George M. Trautman, president of the baseball league.

COLEMAN LAMP & STOVE Co., Wichita, is giving $25 weekly to the best performer on the *Fireside Party* program broadcast over WLS, Chicago. Amateurs are selected from the WLS *Prairie Farmer* home talent shows given all over the country. Each week three are presented on the program with the best receiving $25 in cash. At the end of the series, a board of judges will choose the best act, who will receive a four-week contract with WLS as the grand prize. Potts-Turnbull Co., Kansas City, is agency.

* * *

KSFO, San Francisco, recently inaugurated a merchandising service to its sponsors. When a listener writes or telephones to ask where a certain advertised product can be purchased, the station's merchandising department writes a letter to one or more stores in the neighborhood of the questioner, informing them that persons are inquiring for the product advertised on the air. The information desk at KSFO is now furnishing the name of the store handling the product they inquire about, which is nearest their home.

* * *

UNDER the big sign on San Antonio's Gunter Hotel is a smaller but conspicuous illuminated sign reading "Home of KTSA". New studios of the Hearst station were dedicated Oct. 2 under the direction of Harold C. Burke, station manager. They were designed by W. G. Egerton, chief engineer of the Hearst stations in the Southwest. KTSA also recently installed a new 5,000-watt Western Electric transmitter.

* * *

COLUMBIA PICTURES Corp., New York, and Pillsbury Flour Mills Co., Minneapolis, will conduct a tie-in advertising campaign for Columbia's "Three Stooges" comedies and Pillsbury's Farina. On Oct. 18 the "Stooges" will be introduced into the script of *Today's Children*. Pillsbury program is broadcast five days a week on the NBC-Red network. The Pillsbury agency is Hutchinson Adv. Co., Minneapolis.

* * *

WBT, Charlotte, N. C., has published a loose-leaf booklet containing analyses of its historical development, market data, coverage and program production. The folder is designed so that additional releases from WBT may be accommodated and its display of maps includes photostats of survey and coverage maps.

DEALERS' CHOICE

★ The fact that you advertise over WLW makes dealers eager to support your sales campaign.

From experience, dealers know that a sales message over WLW is heard and heeded. They know WLW-advertised merchandise moves faster.

WLW ★ THE NATION'S STATION